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THE NATIONAL NEWSPAPER OF MARKETING

R&R Stock Deals Get Okay from Tax Court

Control Shift, Not Extra Pay, Ruled Motive; Case Reveals Finance Details

WASHINGTON, Dec. 6—The tax court today upheld the plans worked out 17 years ago for employes of Ruthrauff & Ryan to buy control of the agency, but it said several executives in the old R&R Chicago and St. Louis offices will have to pay taxes on R&R dividends collected by members of their families.

(R&R merged with the old Erwin, Wasey & Co. in 1957 to form Erwin Wasey, Ruthrauff & Ryan.)

Under a stock purchase plan offered by members of the Ruthrauff and Ryan families, 16 top executives of the agency had been allowed to buy nearly two-thirds of the 15,000 shares of R&R common in late 1943 at $5 per share. Most of the stock was soon transferred to wives or other relatives, and in the cases before the court 10 Chicago executives and one St. Louis executive were defending their treatment of the dividends as income for their wives or other relatives, rather than themselves.

■ In its decision today, the court rejected the contention of the Internal Revenue Service that the stock deal was simply a plan to increase executives' compensation without increasing their tax load. It told how prominent executives in the R&R organization—many of whom have gone on to greater fame and fortune—were pressing in late 1943 for a chance to secure ownership interest. It found ample justification for the stock sales by the Ruthrauffs and Ryans, even at $5 per share.

■ The 11 executives whose affairs were before the court this week had purchased 5,250 shares of R&R common, and turned over most of these shares to relatives, either at $5 per share or as outright gifts.

Beginning with a $5 semi-annual dividend in February, 1944, the stock paid $10 per share annually during the four-year period under dispute. On a total investment of $26,250, dividends totaling $142,500 were paid on the 5,250 shares.

The 11 admen had paid taxes on $14,000 of this dividend income, but Internal Revenue Service contended they should also have been taxed on $128,500, which instead had been treated as income for other members of their families.

In the reckoning today, the verdict varied according to the skill

(Continued on Page 96)

Hicks & Greist Named for All of Endicott-Johnson

Agency Outpoints Eleven Others in Competition for Account

NEW YORK, Dec. 7—Endicott-Johnson Corp. today awarded its newly-consolidated account to Hicks & Greist. The business, previously handled by three agencies, and billing about $1,000,000, had been sought by 11 other agencies.

Winius-Brandon, St. Louis, has been the agency on the company's in-stock division of retail stores; Rumrill Co., Rochester, has handled the Family Stores group of company-owned stores; Robert Aronson Associates, Boston, was the agency on Father & Son Stores.

In addition to Hicks & Greist and the three former agencies, the following made presentations for the account: Lennen & Newell; North Advertising; Young & Rubicam; Compton Advertising; Batten, Barton, Durstine & Osborn; Grey Advertising; Foote, Cone & Belding; and Altman-Stoller. #

How and What Ogilvy Sold Shell

(The appointment of Ogilvy, Benson & Mather by Shell Oil Co. has had repercussions in a number of fields. For an account of the effects of requests by OBM and other agencies for discounts on newspaper schedules, and also for a survey contrasting the Shell ad department, on its new basis, with those of other big advertisers, see stories on Page 2.)

NEW YORK, Dec. 6—This is an analysis of what Ogilvy, Benson & Mather presented to Shell Oil Co. as a plan for its 1961 advertising and marketing campaign. It reveals for the first time the problems with which Shell was faced, the defects of Shell's previous advertising and media strategy, the agency's copy recommendations and the reasoning behind the switch of $13,000,000 into newspapers.

Shell's Problems

As OBM described them, here are the problems with which Shell Oil was confronted:

• **1.** Shell's share of the gasoline market had declined from 1953's 9.3% to 8.4%; 1953, with the introduction of TCP, had been a peak.

• **2.** The ratio of profitable premium gasoline sales to less profitable regular gasoline sales was dropping; it had reached 30% and might hit 20%.

• **3.** Shell's service stations have a higher dealer turnover rate than the industry average—30.2%, compared with 26.4% for the industry.

• **4.** Shell's brand image had begun to deteriorate. TCP had lost its impact. The use of merchandising gimmicks and poor appearance of stations had contributed to the decline.

• **5.** Competition in the industry is intense, coming (1) from established oil companies moving out into new areas and pooling resources for the future fight for markets; and (2) from aggressive private branders, who provide increased competition. Prices are being cut; profit margins are being squeezed.

• **6.** Perhaps most important, over-all market growth is leveling off. Increased sales, in OBM's analysis, must come more at the expense of competition than from market expansion.

■ The agency noted that Shell has a five-year plan, which entails acquisition of new stations, increasing the "throughput" in stations,

(Continued on Page 93)

Peel off pounds with New Carna-Cal 900!
WONDERFUL NEW COMPLETE BEVERAGE REDUCING FOOD
—FROM Carnation!
Ready to drink!

DIETERS' DELIGHT—*Carna-Cal 900, Carnation Co.'s entry into the mushrooming weight-control food field, is being promoted in newspaper ads like this in 19 markets.*

Calorie Control Grows as Major Ad Enterprise

Five More Dairy Products Sellers Enter Mushrooming Market

CHICAGO, Dec. 9—Five more food marketers—Carnation Co., Beatrice Foods Co., Dean Milk Co., Sidney Wanzer & Sons, and Bowman Dairy Co.—are joining food manufacturers and dairies which are entering hopefuls in the weight-control derby (AA, Dec. 5).

The new entries probably will add more than $1,000,000 in ad expenditures next year to the $20,000,000 currently being spent in the field for advertising.

Carnation's fresh milk division in Los Angeles has introduced its entry, Carna-Cal 900, with a newspaper and radio campaign in 19 major markets in the West, Midwest and Southwest, where it has distribution.

Using the theme, "Peel off pounds," the drive features the product as a convenient "just pour and drink dietary dairy food that eliminates messy mixing problems." Carna-Cal, packaged in one-quart cartons, contains "the daily requirements of vitamins, minerals and other nutrition for the average adult."

The 1,500-line introductory newspaper ads will be followed by sustaining insertions in 27 dailies in the 19 markets, supported by heavy use of radio. Erwin Wasey, Ruthrauff & Ryan is the agency.

■ Dean, Wanzer and Bowman, all headquartered here, have run into a snag in the Chicago market, although most have already entered products in the suburbs and other marketing areas.

All are awaiting a meeting of the Chicago Board of Health scheduled for Dec. 20, at which time the skim-milk based products may be given the go-ahead for distribution in the

(Continued on Page 93)

CandyGram Names Cole Fischer Rogow to Succeed Y&R

CHICAGO, Dec. 9—CandyGram Inc., the candy-by-wire service, has named Cole Fischer Rogow, New York, as its agency, succeeding Young & Rubicam, Chicago, which has had the account since August, 1959.

The ad budget has been running about $200,000 annually.

William Rentschler, president of CandyGram, said the move to a smaller agency was made because "we were not equipped to take full advantage of the broad spectrum of creative services of Young & Rubicam."

Arthur A. Fischer, chairman of the executive committee of the agency, will handle the account. A heavy spot radio campaign will break just before Christmas. #

Last Minute News Flashes

National Distillers Cuts Back Ads in Dailies

NEW YORK, Dec. 9—National Distillers Products Co. has made "significant cutbacks" in newspaper ads for six or seven regional brands, including Old Sunny Brook, Old Hermitage (both handled by Lawrence Fertig & Co.) and Hill & Hill (Fletcher Richards, Calkins & Holden). National regards the cutbacks as not permanent and said the original schedules may be restored before Christmas.

Carstens Resigns as Magnavox Ad Manager

FORT WAYNE, Dec. 9—Karl H. Carstens will resign as advertising manager of Magnavox Co., effective Jan. 1. Mr. Carstens, who has been with Magnavox for eight years, has not announced his plans. A successor has not yet been named.

NBC Account to Shift to McCann from Grey

NEW YORK, Dec. 9—McCann-Erickson, home of two former National Broadcasting Co. presidents, will shortly become NBC's agency. Grey Advertising's decision to resign the $2,000,000 account, after a tenure of seven years, will be announced Dec. 15 when the agency changeover will start, ending March 15. Grey will keep the RCA Victor record division.

Pilsen Brewing Names R. Jack Scott

CHICAGO, Dec. 9—Pilsen Brewing Co., which sells Yusay Pilsen and Land of Lakes beers in the Midwest, has named R. Jack Scott Inc. as its agency, succeeding Bartlett Productions. Pilsen produced about 70,000 bbls. in 1959. The ad budget is estimated at about $150,000.

(Additional News Flashes on Page 93)

3rd Quarter Spot TV: $125,012,000; Net: $158,102,563

P&G's $14,500,000 Is Double Next 2 Spenders (Lever, GF) Combined

NEW YORK, Dec. 8—There were nine newcomers in the list of the top 100 spot tv spenders for the third quarter of 1960. The first timers were Aerosol Corp. of America; Ball Bros. Co.; Jack La Lanne Co.; St. Regis Paper Co.; W. A. Sheaffer Pen Co.; Simon & Schuster; Sunkist Growers; Tetley Tea Co. and U. S. Time Corp. The minimum expenditure necessary to get on the list: $247,800.

The Television Bureau of Advertising's third quarter report, which is based on N. C. Rorabaugh Co. data compiled from stations, showed total gross time billings of $125,012,000. The billings for the 1959 third quarter totaled $133,581,000. The apparent decrease, TvB explained, is due not to a drop in business, which is up about 4%, but to a change in the estimating technique. In 1959 only three time classifications were considered; now estimates are based on four time classifications, thus cutting down on the amount of highest rated nighttime.

■ The perennial first placer, Procter & Gamble, has widened its lead over the rest of the field, with expenditures of nearly $14,500,000. Next in line: Lever Bros. and General Foods, both at slightly under $3,500,000.

P&G's outlay for spot time ran ahead of its network gross time expenditures for the third quarter, which TvB estimated at $10,350,190.

(Continued on Page 100)

Variety Spices Up Ad Departments, AA Finds

Survey Shows Wide Variations in Structure, Function of Client Units

NEW YORK, Dec. 9—In the wake of Shell Oil Co.'s decision to transfer much of its advertising work from its advertising department to Ogilvy, Benson & Mather, attention was riveted on the problem of how advertisers and agencies divide advertising responsibility.

In a check of representative advertisers—all culled from the Top 100 list—AA asked how many people were in their respective advertising departments, and how the advertising functions were divided between client and agency.

■ Two clear-cut patterns emerged: the advertiser who has placed most of his advertising functions within the agency, and retains only a bare supervisory or administrative staff; and the advertiser who feels that his interests are better served when the agency is supervised at every point along the line—copy, media, research, *et al.*

General Motors, for instance, has only a handful of advertising people in its divisions and in the headquarters corporation; the advertising functions are performed by the agencies.

On the other hand, large package goods operations, like Procter & Gamble, tend to match functions of agencies all across the board. Most advertisers fall somewhere between the extremes.

It is a long-standing argument in the advertising field. Ralph Starr Butler, for many years advertising chief of General Foods Corp., once told an AA reporter that his guiding principle in setting up the GF department was that it would "in no way duplicate the functions of the agency."

In this roundup, ad departments range from 9 to 400 in personnel, and the number of functions range from pure administration to creative work (in GE and in ethical drug divisions of other companies).

■ Here's the rundown:

American Home Products, which through its five major divisions markets the largest line of foods, drugs and household items of perhaps any other U.S. company, said it has no over-all ad department, but runs its divisions more

(Continued on Page 10

Discount Replies 'Generally Good,' Says Ogilvy's Frey

Discount Requests, Plans Stir Talk Among Newspaper, Agency Men

NEW YORK, Dec. 8—Publisher reaction to an Ogilvy, Benson & Mather proposal for "broadcast-type" discounts on a $13,000,000 newspaper campaign for Shell Oil has been "generally good," according to the agency's media director.

Samuel L. Frey said today that while all returns were not yet in, newspaper response to his agency's discount request—seeking frequency discounts up to 30%—has been "better than we expected."

Two weeks ago, OBM asked publishers to match Shell Oil's mammoth newspaper schedule with a discount structure that would provide a 10% discount for a 26-time schedule of seven columns or more; 15% for 39 times; 20% for 52 times; 26% for 65 times; and 30% for a schedule of 78 times or more.

To date, some publishers have flatly rejected the deal, others have offered compromise arrangements, and some have accepted the OBM proposal "100%," he said.

■ The OBM request was the latest in a series of moves by agencies

(Continued on Page 12)

Bert & Harry Still May Sell Piel Beer

NEW YORK, Dec. 7—It looked today as if reports of the "death" of Bert & Harry Piel, the winsome tv salesmen, may be exaggerated.

Stephen J. Schmidt, ad director of Piel Bros., said some reporters "are trying to jump us to a conclusion; we haven't made up our minds yet" on whether to continue tv use of the cartoon salesmen.

Sources close to the account indicated that Ray Goulding and Bob Elliot's contract for the voices of the much praised tv Piel brothers runs through March. Young & Rubicam and Piel, it was reported, want to continue to use the brothers on a per-film basis, but Ed Graham, former Young & Rubicam creative man and now head of Goulding-Elliot-Graham Productions, does not want to sign on this basis. Talent payments to Bob & Ray in past years are said to have run in the neighborhood of $80,000. Bert & Harry are being used more sparingly now, as the company tests new tv selling approaches in an effort to boost sales.

■ Piel sales were 1,350,000 bbls. in 1955, when Bert & Harry made their debut. In 1959, sales were 1,460,000. In that period the company slipped in national rank from 15th to 17th among all U.S. brewers. Earlier (AA, Feb. 1) Mr. Graham told the Sales Promotion Executives Assn. that Piel sales had been slipping for two years before Bert & Harry started, and that sales had increased every year since except 1958—when New York brewers were hit by a strike. #

Toigo Morgens Cummings

BOWL-PASSING—*Compton Advertising's president, Barton A. Cummings, chairman of the annual advertising awards dinner of the Joint Defense Appeal, presents a silver bowl to last year's dinner chairman, Adolph J. Toigo, president of Lennen & Newell. The guest of honor at the JDA function in New York, Howard J. Morgens, president of Procter & Gamble Co., was cited for his "contributions to human welfare."*

ABC Board Okays 2 New Forms for Business Papers

CHICAGO, Dec. 8—The board of directors of Audit Bureau of Circulations last night adopted by a majority vote two revised forms for business paper publishers' statements.

One of the forms—ivory in color—will permit business paper publishers to report an audit of their unpaid circulation, showing its composition by occupational and business breakdowns. The ivory form has been under attack from newspaper members of ABC since it was first introduced to the ABC board two months ago (AA, Oct. 24).

Newspaper members have claimed that the auditing and reporting of any unpaid circulation by ABC members will destroy the value of ABC, which since 1920 has audited and reported only paid circulation.

■ The other form is the current blue form for business paper publishers' statements, on which only minor changes will be made. Use of the ivory form will be optional with publishers of business papers.

If the ABC board approves the two revised forms at its March meeting in Palm Beach, Fla., the forms will become effective for the publishers' statement period ending June 30, 1961. The forms are expected to be adopted by the board at that time, despite opposition from newspaper members, ABC told ADVERTISING AGE.

■ In other action, the ABC board created a sub-committee which will study the market needs and opportunities for the newspaper industry. Principal function of the committee will be to meet with buyers of newspaper advertising to determine what additional data on newspapers is desired by the buyers.

The ABC board also voted to carry updated estimates of population and occupied dwelling unit figures in newspaper publishers' statements and audit reports. The estimates will be made by ABC as an extra service, and will appear in addition to official U. S. and Canadian census figures in newspaper publishers' statements and audit reports. #

Gulf Oil Buys Special Bulletin News on NBC-TV

Cost Formula Based on Past Experience With News Pre-emptions

NEW YORK, Dec. 8—In the future, when special news events break into the regular NBC-TV schedule, Gulf Oil Corp. will be standing by to sponsor the coverage.

Approximately $1,200,000 has been earmarked in the 1961 Gulf budget for what advertising coordinator Paul Sheldon calls "instant specials." The company will also have first refusal rights on planned news specials of a nonspot news nature as they come up.

"What we have agreed to buy are the special news events of such transcendent importance that NBC feels obliged to pre-empt its regular schedule to cover them," Mr. Sheldon told ADVERTISING AGE this week. Coverage may be live, tape or film, depending on how the news department decides to handle the stories as they break. The telecasts will run from 15 minutes to an hour or longer, if the story is still hot.

Conceivably Gulf's sponsorship of "instant news" could start as early as Dec. 15, when the oil company and Young & Rubicam will have film commercials ready.

■ Mr. Sheldon said Gulf will have nothing to say about the programming. The placement of commercials—most of which will be corporate, rather than product—will be handled by the network's director of news and public affairs.

Gulf will be informed in advance when the network plans a news special. If the company feels association with that particular situation is not in its best business interests, the show can be rejected. This is because, it was explained by Gulf, viewers are not yet sophisticated enough not to relate the sponsor with the subject matter covered in the news.

However, Mr. Sheldon emphasized that he did not expect to encounter many such taboo subjects. He would not make an on-the-record statement as to the few such subjects he had in mind.

■ This buy represents a return to a program sponsorship association for Gulf. The company has not had a show it considered its own since the "Life of Riley" was dropped in mid-1957. In 1959, it spent about $1,500,000 on participations on various NBC and CBS programs. This year through September it bought minutes in CBS programs to the tune of about $1,216,919 in gross time charges. There is no network tv running during the fourth quarter.

From the financial point of view one of the most attractive features of the NBC "instant news" buy is that time charges only are involved. NBC, which would be preempting anyway for the news as it happens, will pay talent-production charges, Mr. Sheldon said.

Why did Gulf choose this precedent-setting tv buy? Because, the advertising executive explained, this is the "kind of thing television does best, and we wanted to be associated with television's best." #

Kiln Maker Names Curtiss

Standard Dry Kiln Co., Indianapolis, has named Curtiss, Quinlan, Keene & Peck, also in Indianapolis, its agency. Jack S. Peck, senior vp of the agency, will assist James L. Gregoire, general sales manager, in coordinating ad activities.

Highlights of This Week's Issue

U. S. scheduled airlines adopt a new advertising code of ethics, spelling out when an airplane can call itself a jet .... **Page 4**

Quaker Oats Co. will introduce nationally this month a new bread product, Aunt Jemima Date Bread Easy Mix .... **Page 6**

All-Year Club of Southern California will use approximately $750,000 of its $1,000,000 ad budget for space in magazines, supplements and business publications .... **Page 8**

Federal Trade Commission complaint contends that a "free" offer isn't free if the recipient has to pay return postage for part of the offer sent to him "on approval" .... **Page 20**

Holt, Rinehart & Winston, publishing house, agrees to a Federal Trade Commission order forbidding it from claiming that the dietary pattern recommended in "Folk Medicine" cures "nagging" ills and chronic ailments or diseases which defy conventional diagnosis and treatment .... **Page 22**

Philadelphia Bulletin will begin publishing its own rotogravure Sunday magazine supplement late in 1961 .... **Page 32**

Circo Corp., producer of industrial cleaning equipment and chemicals, offers S&H Green Stamps to industrial customers who buy Circo-Solv degreaser .... **Page 34**

Dexter M. Keezer, economic adviser to McGraw-Hill Publishing Co., says most economists do not believe that effective selling—including advertising—is essential to a strong economy .... **Page 36**

International Nickel Co. will launch its third annual promotion of stainless steel consumer products in February .... **Page 38**

William S. Cutchins, president of Brown & Williamson Tobacco Corp., predicts cigaret sales will be as high as 494 billion in 1961 .... **Page 42**

F. E. Davis, vp and circulation director of Newsweek, says Newsweek is not contemplating a Canadian edition nor is it considering making available to advertisers its Canadian circulation as a regional edition .... **Page 46**

James D. Cunningham, Federal Communications Commission hearing examiner, asks the commission to get tough with Hollywood tv executives who have refused to cooperate with FCC's programming investigation .... **Page 48**

Federal Trade Commission serves notice on the cosmetics industry that it is preparing to crack down on domestic perfumes and toilet waters that are marketed under French names .... **Page 58**

Quaker Oats Co. denies Federal Trade Commission charges of paying discriminatory advertising allowances to favored customers .... **Page 62**

Federal Judge Archie O. Dawson rules that six large distributors engaged in block booking of motion pictures to television, but declines to order renegotiation of contracts involved in the case .... **Page 66**

Time study reveals most Americans continue to be loyal to U. S. brands, but imported products are making significant inroads .... **Page 72**

W. H. Mullen, director of the Magazine Advertising Bureau of the Magazine Publishers Assn., says magazine advertising volume will reach an all-time high of about $875,000,000 this year .... **Page 73**

Peter G. Peterson, exec vp of Bell & Howell, predicts that management in the '60s will begin to change its entire concept of what is wanted from the agency and will begin to appraise agencies on how they fill the growing need for exciting, bold and different ideas that sell products .... **Page 81**

Stewart Harral, University of Oklahoma journalism professor, says only when admen become thoroughly aware of people's deep psychological needs can they hope to get prospects to respond in the desired way .... **Page 91**

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Top 100 Spot Advertisers, Third Quarter .... **Page 100**
Top Advertisers, Brands in Net TV, Third Quarter .... **Page 100**

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Latin American Ad Confederation Is Taking Shape

Delegates from 12 Nations Draft Codes; No Opposition Expected

Linder Rizzuto Bray

IN LIMA—*Francisco Rizzuto, head of the advertising federation in Argentina and prominent wheelhorse in formation of the Latin American Advertising Confederation, is shown here at the Lima meeting with two observers from the U.S.: Frank Linder of J. Walter Thompson Co., Detroit, and William Bray of McCann-Erickson, New York.*

NEW YORK, Dec. 6—The first steps have been taken toward the formation of a Latin American advertising confederation.

In a meeting at Lima last month, 86 delegates from 12 countries agreed to organize the Confederacion Latino Americana de la Publicidad.

A constitution and bylaws have already been drafted and the organization will begin functioning as soon as national associations in the various countries ratify these codes. No opposition is expected.

The confederation will bring together in one house the leading advertising groups in Latin America. Membership will be open to associations of advertisers, agencies and media.

■ The stated aims of the organization are to establish a code of ethics, facilitate exchange of information and support programs designed to raise the stature of advertising in Latin America.

The founding of the confederation is considered to be one of the most important steps ever taken in Latin American advertising. It parallels wider economic moves to establish a common market in the area.

Up to now, the advertising industries of Latin America have been strictly national in scope, with little contact maintained between different countries. For example, there are few instances of a Latin American agency having operations in more than one country.

Admen from all over Latin America got together for the first time last February in Caracas at a conference sponsored by the Venezuelan chapter of the International Advertising Assn. (AA, Feb. 29). The delegates to Caracas were enthusiastic over the opportunity the conference afforded to compare notes, and there was talk then of further get-togethers.

■ It is deemed significant that the impetus for the confederation came from the Latin Americans themselves. This was not an idea hatched on Madison Ave. However, while the Caracas meeting was marked by strong anti-American outbursts, there was none of this at Lima, according to reports reaching here.

Peru threw out the red carpet for the admen who convened in Lima Nov. 17-19. Posters welcoming the delegates dotted the city; newspapers and broadcasting stations devoted extensive coverage to the meeting, and government dignitaries headed by Prime Minister Pedro Beltran gave their official blessings.

The chairman of the organizing convention was Roberto Protzel, manager of McCann-Erickson operations in Peru. One of the moving forces at the meeting and in the pre-meeting planning stage was Francisco Rizzuto, head of the Argentine Advertising Federation.

Represented at the convention were admen from Brazil, Argentina, Peru, Chile, Bolivia, Ecuador, Colombia, Mexico, Costa Rica, Panama, Uruguay and Paraguay. Admen from Venezuela had planned to attend, but the political disturbances in Caracas kept them at home.

■ Present from the U.S. as observers were Frank Linder of J. Walter Thompson Co., Detroit, representing the American Assn. of Advertising Agencies, and William Bray of McCann-Erickson, representing the International Advertising Assn.. Mr. Linder formerly worked for JWT in Brazil; Mr. Bray previously worked in Colombia and other Latin American countries.

Plans call for each association member of the confederation to pay annual dues of $100. In countries where official associations do not affiliate with the confederation, individual memberships will be accepted—although these individuals will not be given voting privileges. Also, these individual memberships will terminate as soon as a national association comes into the fold. #

RAB Names Fogarty New Board Chairman

NEW YORK, Dec. 8—Frank P. Fogarty, vp and general manager of WOW, Omaha, has been named board chairman of the Radio Advertising Bureau. He was elected at the joint board and membership meeting here yesterday. He replaces Allen M. Woodall, president and general manager of WDAK, Columbus, Ga.

Frank P. Fogarty

New members of the board are Stephen P. Bellinger, WRAM Monmouth, Ill.; John F. Box, Balaban Stations, St. Louis; Richard W. Chapin, KFOR, Lincoln, Neb.; Frank Gaither, WSB, Atlanta; and Wendell Mayes, KBWD, Brownwood, Tex. Other members were reelected.

Kevin B. Sweeney, president of RAB, told the board that he expected the bureau's annual income to reach the $1,400,000 figure by the end of 1961. He forecast an increase in retail business for radio as a result of the department store test conducted in conjunction with the Higbee Co. in Cleveland. #

Hamm's Gets Minnesota Twins Broadcast Rights

Theo. Hamm Brewing Co., St. Paul, has signed a three-year contract for exclusive rights to radio and television broadcasts of the Minnesota Twins (formerly Washington Senators) American League baseball team, which will begin next spring. Hamm said it would set up radio and tv networks in six to eight states to broadcast the games.

The company did not indicate whether it will sponsor the complete broadcasts or sell portions to other sponsors. The entire schedule will be covered by radio; tv dates have not been selected. Hamm also sponsors broadcasts of the Baltimore Orioles, Chicago Cubs and Chicago White Sox.

Carbide Adds TV to Beef up Its De-icer Drive

NEW YORK, Dec. 8—Beginning next Tuesday, advertising for Union Carbide's newest product in the Prestone Car-Care line, an aerosol window and windshield de-icer, gets a shot in the arm by the addition of announcements on three tv network shows.

The de-icer achieved national distribution last July, entering a field dominated by "one or two local products." Now, the company says, 15 or 20 others are breaking into the market.

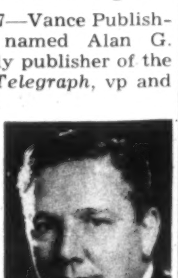
National advertising kicked off last month on the ABC-TV western, "Cheyenne," supported by commercials on the network's NCAA football pre-game warmup shows. The product has gone over in such a big way, according to a Union Carbide spokesman, that the company is doubling the ad investment. The new programs to carry the ads are "Aquanauts" (CBS-TV), "Laramie," (NBC-TV), and "The Law & Mr. Jones" (ABC-TV).

Backing the tv commercials will be four-color ads in the comic sections of Sunday newspapers throughout the "frost belt." In addition the brand name will be featured in five Sunday supplements carrying Union Carbide institutional ads in December and January.

William Esty is the agency. #

Nicholas Joins Vance as General Manager

CHICAGO, Dec. 7—Vance Publishing Corp. has named Alan G. Nicholas, formerly publisher of the *Pittsburgh Sun-Telegraph*, vp and general manager.


Alan G. Nicholas

Mr. Nicholas joined Hearst Corp. six years ago. The *Sun-Telegraph* was sold by Hearst to the *Post-Gazette* in May (AA, May 2).

Vance also has promoted John V. Ryan from associate publisher of *Modern Beauty Shop* to publisher and Jack Koellisch from manager and editor of *Wood & Wood Products* to publisher, effective Jan. 1. #

Ruth to Hugh McNeill

Richard J. Ruth, formerly advertising manager of Cleveland Pneumatic Tool Co., has been named head of the copy department of Hugh McNeill Inc., Akron. He will also be in charge of pr programs for the agency's clients.

Arnold Bakers to Donahue & Coe; 2nd Switch in 6 Months

PORT CHESTER, N. Y., Dec. 8—Arnold Bakers is returning its account to one of its first copywriters—Walter Weir. The account spent the year 1947 at Walter Weir Inc.; starting Feb. 1, the account will return to Mr. Weir, this time at Donahue & Coe where he is chairman of the executive committee.

This is the second agency shift in the past half year for the company—and the third switch in two years. This summer, Arnold was the first account of Allston, Smith & Somple when it opened shop in July in Greenwich, Conn.

The agency's three principals—Eldridge Allston, William P. Smith, and Joseph Somple—were from Charles W. Hoyt Co., where they had worked on the Arnold account from 1952 until 1959. For the year between the Hoyt and Allston shops, the account was at Kudner Agency.

■ In explaining why it left Allston, the company said it was "a matter of intangibles, with no one particular reason. Sometimes a company has to shop around a little bit to find someone who thinks along their lines."

The account has been billing between $750,000 and $800,000, but Donahue & Coe expects it to increase to $1,000,000 next year as the company expands distribution. #

NECA Picks Kaufman After F&S&R Eases Self Out of Scene

WASHINGTON, Dec. 7—The National Electrical Contractors Assn. today named Henry J. Kaufman Associates, Washington, to handle its advertising and promotion.

This is the 13th trade association to move to the Kaufman agency on a regular basis. Others in the construction field which the agency handles are the American Institute of Architects, the Air Conditioning & Refrigeration Institute, and several building materials groups. Henry J. Kaufman, president of the agency, said the account will bill in excess of $100,000.

Fuller & Smith & Ross, which formerly serviced the association, resigned the account in October, effective Dec. 15, because of reduced emphasis on the media budget, and increased emphasis on sales training (AA, Oct. 3).

It seems F&S&R had been assigned three years ago to conduct a $250,000 survey to determine how effective the industry has been in exploiting its market. On the basis of the study, F&S&R advised the association to put more emphasis on sales training. When the client did exactly this and diverted much of its budget from media, F&S&R resigned the account. #

A Second-Rate Story

NEW YORK, Dec. 6—Brand X cigarets, "for the man who is satisfied with nothing less than second best" (AA, Oct. 31), has retained V. E. Friedman Associates, New York, for product publicity and sales promotion.

"After reviewing several presentations, it was logical that we should appoint our second choice," reported Brand X President Martin Solow.

In retaliation, Vic Friedman, head of V. E. Friedman Associates, asserted that his agency would "put forth its second best effort" on behalf of Brand X. #

4A's-ANA Unit to Hear Ad Plaints From Media, Too

They Need Public Faith in Ads, Too: Allen; Job of Rejects Unaffected: Gerbic

NEW YORK, Dec. 8—Advertising media can now register complaints against what they consider to be objectionable advertising with the interchange-of-opinion body of the Committee for Improvement of Advertising Content of the Assn. of National Advertisers and American Assn. of Advertising Agencies.

Following a vote today, the committee said it will extend to all ad media the opportunity to register complaints, to be processed in its interchange of opinion on objectionable advertising.

The committee said invitations, together with material describing the interchange, will go to national media associations, which in turn may forward to the committee any criticisms of advertising received from media members. Publishers and editors of trade papers, plus tv critics and columnists, also can air their gripes to the committee under the new arrangement, the committee said.

Previously the committee has collected criticisms mainly from members of ANA and the Four A's. Extension of the interchange to media, the committee said, "indicates satisfaction with results of the interchange to date."

■ Robert E. Allen, of Fuller & Smith & Ross, said, "Media have as much at stake as advertisers and agencies in wanting to see that confidence in advertising is maintained. If a media man sees or hears advertising which he considers offensive, he may be glad to know that our committee stands ready to consider his criticism. If such action is appropriate, the committee will be in touch with the advertiser and agency concerned. In many cases, this has caused improvements in campaigns."

■ Speaking for the ANA, co-sponsor of the committee, was co-chairman E. G. Gerbic, of Heublein Inc., who said:

"Our move to open the interchange to media criticism is not in any sense an effort to relieve media of their responsibilities in accepting or rejecting advertising. Rather, it is an effort to help them on problems of concern to all advertising."

The interchange was set up to deal with any national or regional agency-placed advertising considered harmful to advertising as a whole on grounds of taste or opinion. It does not deal with factual validity of claims, and does not duplicate functions of better business bureaus or government regulatory bodies. #

Mattox Is Named Oldsmobile Ad Chief

LANSING MICH., Dec. 8—James F. Mattox Jr. has been named director of advertising for Oldsmobile division of General Motors Corp. He has been in the field sales organization since 1951, most recently as manager of the Minneapolis zone. L. A. Grobe, now in charge of group selling activities, formerly was Olds director of advertising.

Oldsmobile also announced appointment of Robert R. Neville, for 10 years in the sales organization, as administrative assistant to Emmett P. Feeley, general sales manager. He had been manager of the Dallas zone. #

Only 9% of Grocery Brands Found in Stores in 12 Scripps-Howard Markets, Study Finds

NEW YORK, Dec. 6—Its 14th annual "Grocery Products Distribution Survey" has been published by Scripps-Howard Newspapers, showing the number and names of brands found in 12 Scripps-Howard markets.

The tabulation shows 71 different classifications of merchandise for both 1960 and 1959. There are 4,718 brands listed in the 71 classifications. Only 9% of these were found in all markets tabulated; 16% were found in eight, nine or ten different markets.

■ The survey comments, "This is amazing, inasmuch as the survey reports on distribution in corporate chains which are normally the big-volume outlets in any market."

All field work was done among corporate chains, except in New York, where a representative group of both independent and chain stores doing an annual volume of $100,000 or better was checked.

Copies of the survey are available free from any Scripps-Howard newspaper or by writing to Harold Riesz, director of promotion and research, Scripps-Howard Newspapers, 230 Park Ave. #

Kelty Joins Tri-State

Frank J. Kelty has joined the creative staff of Tri-State Advertising Co., Warsaw, Ind. He formerly was with the *Fort Wayne Journal-Gazette* and eastern district advertising manager of Allied Mills, Chicago.

CBS Electronics Names One

Roy A. Juusola has been promoted from manager of marketing administration to the new post of manager of marketing services of CBS Electronics, Danvers, Mass., the manufacturing division of CBS.

Chevrolet Distributes Dinah Shore Records

Chevrolet Motor division of General Motors Corp., Detroit, is featuring in an extensive radio and tv campaign a give-away offering of 800,000 Dinah Shore records. Dealers give a record of four holiday songs to everyone who tries out a new Chevrolet before Christmas. Newspaper, radio and tv advertising as well as direct mail is supporting the campaign.

'Ladies' Home Journal' Boosts 2

Ladies' Home Journal has appointed new managers for its Boston and Cleveland sales offices, effective Jan. 1. Named manager of the Boston office is Frank Eaton, formerly with the sales staff in that city. He succeeds Newlin B. Wildes, who will retire. Paul Lillis of the Cleveland sales staff will become manager of the Cleveland office, succeeding William J. Gallinger, who also retires at the end of the year.

U.S. Airlines Adopt New Code for Advertising

WASHINGTON, Dec. 7—U.S. scheduled airlines have adopted a new advertising code of ethics, spelling out when an airline can call itself a jet.

The code, fashioned by the Air Transport Assn. and adopted unanimously by its airline members, also reiterates the ground rules for claiming "lowest" fares and "fastest" times.

Another provision of the code requires airlines to show propeller traces in their ads if the plane is not a jet, so as not to give any false impressions.

■ Here's how the Air Transport Assn. expects U.S. airlines to behave, effective Dec. 31:

1. The word "jet" may be applied only to pure jet aircraft, such as the Boeing 707, Douglas DC-8, and Convair 880.

2. Turbine-powered airplanes that use propellers—such as the Fairchild V-27 and Vickers Viscount—must be referred to in ads as jetprop, turboprop or propjet.

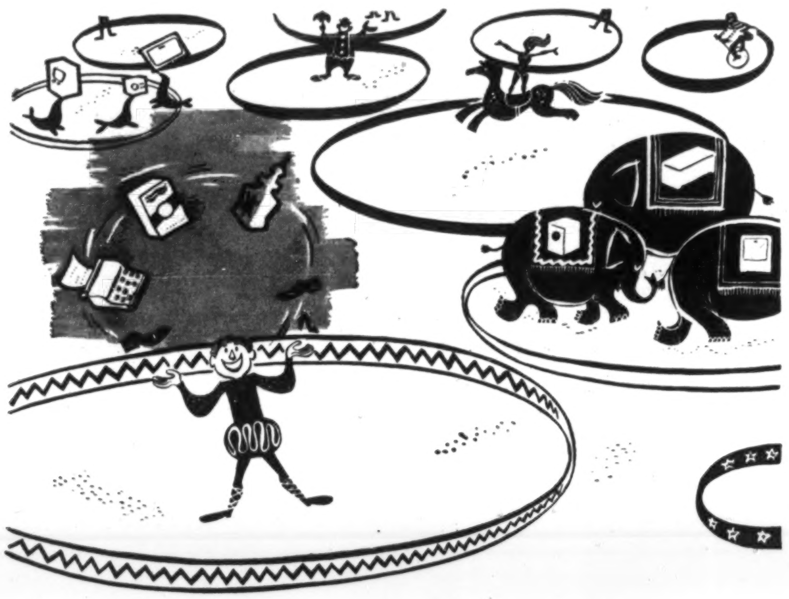
3. If an airline wants to advertise that it has "fastest" times or "lowest" fares, the basis for the claims has to come from published schedules and tariffs; times must be block-to-block times and fares must include tax, or a disclosure if tax is not included. Jet fare must include any extra fare or designate that a surcharge applies.

4. Before the start of a new service, ads announcing the service must give the actual starting date, or use a phrase such as "coming soon," to indicate that the service is not yet operating. The word "now" can only be used for announcing that reservations are available under advance booking copy. #

TORSO—*Rose Marie Reid, Los Angeles, swim suit manufacturer, is offering stores this "Rose Rack" to display swim suits under a "sunbrella." The over-all height of the unit is 87".*

Mars Inc. Names Elrod

John F. Elrod, formerly economic analyst of United Air Lines, has been named director of marketing research of Mars Inc., Chicago. He succeeds William F. Suhring, who was appointed head of the newly established new products development department (AA, Nov. 28).



How to watch a 1,393 3-RING

MERCHANDISING CIRCUS

and never miss a thing!

If your product is sold through retail stores the bulk of its sales must necessarily be in the 1,393 cities in which daily newspapers are published.

There is wide variation in the merchandising situation in many of these cities . . . different merchants with different competitive attitudes...varying advertising intensity in behalf of other brands...variable consumer demand and variable brand acceptance in trade areas.

ACB Research Reports enable a merchandiser to determine many of the variables in each market—to exploit the strength and bolster the weakness that his brand may have. All or any part of the 1,393 cities can be covered and each market can then be given the individual attention necessary to best results.

ACB Research Reports are always made to the users own specifications as to territory covered—data contained—frequency, etc. They tell what advertising is running in each city on your brand or competitive brands. From this information important decisions can be made on sales and advertising strategy.

Still other ACB Services are available to give visual sales tools to salesmen . . . to scout new developments . . . advertised price reports . . . special auditing and certifying services on cooperative advertising campaigns and many others.

Send for ACB's Big Tell-All Catalog . . .

Worth reading from cover to cover—48 pages—and as complete as we could make it. Describes fully each of the 14 ACB services. Gives many case histories. Gives cost of each service or method of estimating same. Has complete directory of all daily and Sunday newspapers. The state breakdown of 1,769,540 retail stores is reprinted from a U. S. trade census.

Send for your free copy today!

ACB reads every advertisement in every daily newspaper

ACB SERVICE OFFICES

353 Park Ave. South • New York 10
18 S. Michigan Ave. • Chicago 3
20 South Third St. • Columbus 15
161 Jefferson Ave. • Memphis 3
51 First St. • San Francisco 5

ACB

The ADVERTISING CHECKING BUREAU INC.

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS
VA
N C
ARK
S C
MISS
LA
ALA
GA
FLA

In the Top 20 in Total Retail Sales

Stimulate Drug Sales in Thriving Greensboro

Over one fifth of the nation's top metropolitan markets are in the NEW South. When advertising to this important 11-state market be sure Greensboro is on your schedule. In Retail Drug Sales, for example, Greensboro is close behind Baton Rouge, Chattanooga, and Knoxville—with a tremendous gain of 72% in five years. A vital sales factor is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1960 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

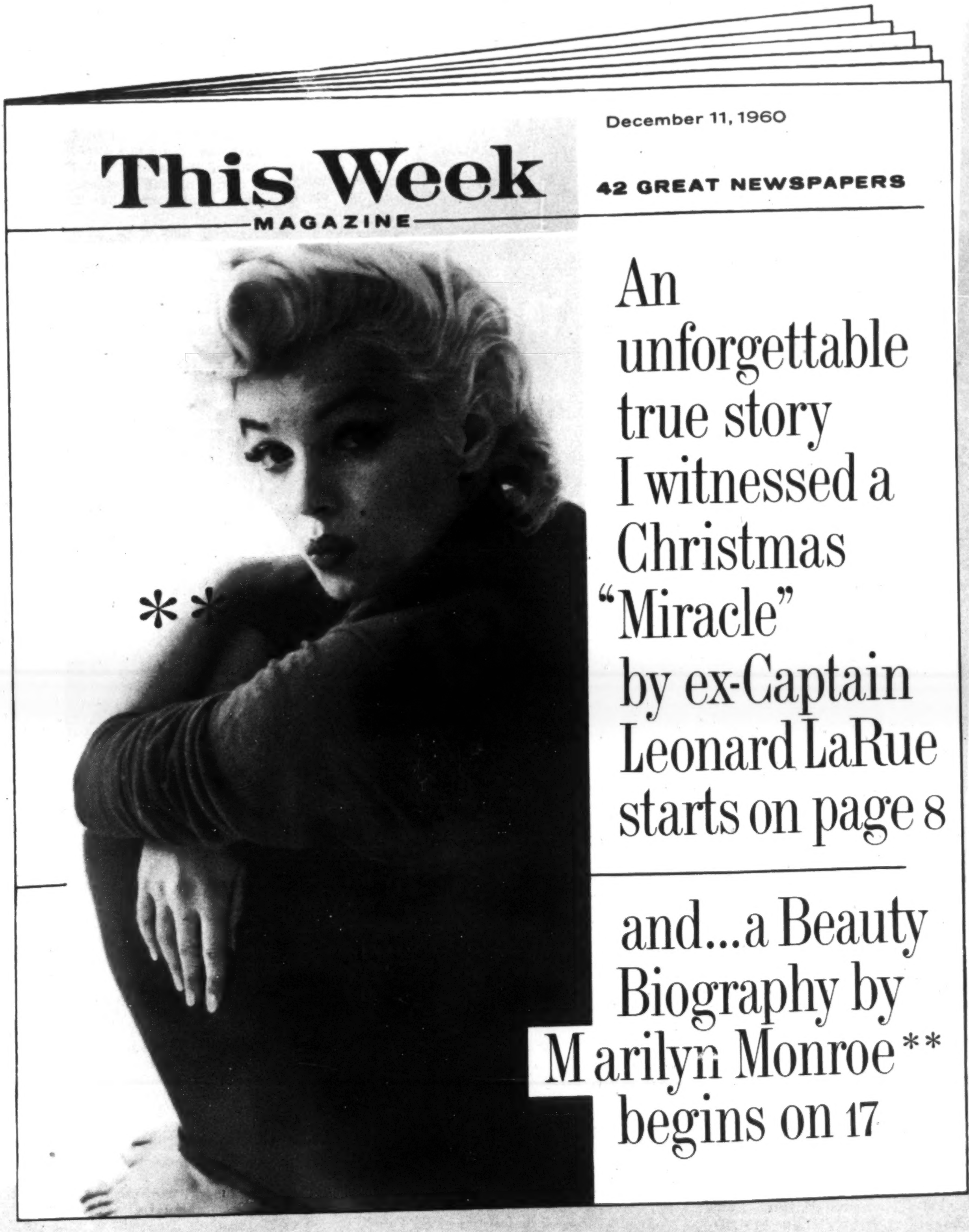
Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

USING IT THIS WEEK?

In today's savagely competitive market, more and more advertisers are turning to the selling power of THIS WEEK Magazine. Top Manufacturers will invest $11,780,000 in THIS WEEK Magazine in just the last quarter of 1960 alone—an increase of 5% over 1959!



December 11, 1960

This Week
MAGAZINE

42 GREAT NEWSPAPERS

An unforgettable true story I witnessed a Christmas "Miracle" by ex-Captain Leonard LaRue starts on page 8

and...a Beauty Biography by Marilyn Monroe** begins on 17

Check these top advertisers who are using it this week!

THREE-FIFTHS SPREAD

Corn Products Company—
  Karo and Mazola

PAGE

Birds Eye Frozen Foods
Bulova Watch Company, Inc.
Bulova Special Products Division
Florida Citrus Commission—
  Full-Strength Pure Orange Juice from Florida
General Motors Acceptance Corporation
Gulf Oil Company
Helene Curtis Industries, Inc.—
  Kings Men Toiletries
Libby's Fruit Cocktail
Lipton Soup Mixes
Loving Care®—
  Hair Color Lotion by Clairol
Pillsbury's Holiday Cookie Kit—
  "Refrigerated Cookies"
Salem Cigarettes
Zippo Manufacturing Company—
  Zippo Lighters

THREE-FIFTHS OF A PAGE

Baker's Unsweetened Chocolate
Log Cabin Syrup
Sheaffer's Pens

HALF-PAGE

Bayer Aspirin
Reynolds Wrap

OTHER

Brimms Plasti-Liner
Campho-Phenique Antiseptic
Clark-Cleveland, Inc.—*Fasteeth*
Dr. Scholl's Zino Pads
J. W. Mortell Company—*Mortite*
Klutch Company
Miles Products—*Alka-Seltzer*
Minnesota Mining & Manufacturing Company—*New Scotch Brand Gift Tape*
Pittsburgh Plate Glass Company—
  High-Fidelity® Mirrors
Vick Chemical Company—
  Vicks Inhaler
  Vicks Va-tro-nol
Westclox Watches, Division of General Time Corporation

To move goods fastest...use

THE MOST POWERFUL SELLING FORCE IN PRINT!

CIRCULATION MORE THAN **13,000,000**

Quaker's New Date Bread Mix Gets TV Debut

CHICAGO, Dec. 6—Quaker Oats Co. this month will introduce nationally a new quick bread product—Aunt Jemima Date Bread Easy Mix.

The new product will be marketed in 11 oz. packages which will retail from 37¢ to 41¢. Enclosed in the package are a disposable mixing bag and baking pan. To prepare the bread, one need only add an unbeaten egg and three-quarters of a cup of milk to the contents of the mixing bag, knead the bag for about 40 seconds, and empty into the baking pan. Baking time is 45 minutes.

The new quick bread will be advertised initially with spots on six network tv shows sponsored by Quaker—"Love of Life," "Secret Storm," "The Verdict is Yours," "As the World Turns," "The Millionaire" and "Edge of Night."

John W. Shaw Advertising is the agency. #

Campoli, Di Mario to Reis

Robert M. Campoli, former advertising manager of Rollman & Son Co., Cincinnati department store, has been named vp of Reis Advertising Agency, succeeding Arleen Cook Jenkins, who has formed her own agency. Gino Di Mario, for eight years executive production and traffic manager of John Shillito Co., department store, has joined Reis to coordinate production control, pr and other activities.

KGO Stations Name Rodman

George T. Rodman, director of advertising, promotion and press information of KGO and KGO-TV, San Francisco, has been named, additionally, public service manager of the two ABC stations.

BEST OF '60—*French tourist poster created in Paris won prize as best travel poster of the year in competition conducted by the American Society of Travel Agents.*

Van der Boom, Hunt Changes Name to McNaughton-Laub

Van der Boom, Hunt, McNaughton, Los Angeles, has changed its name to McNaughton-Laub Inc. with headquarters at 5909 W. Third St. Billings of McNaughton-Laub are $2,100,000. John J. McNaughton is president and Wallace O. Laub is exec vp of the agency.

The name change follows on the heels of an announcement two months ago (AA, Oct. 24) that Messrs. McNaughton and Laub had purchased the stock of Gordon Van der Boom. Mr. Van der Boom plans to open his own agency in the near future.

Moto-Mower Names Nolan VP

William H. Nolan, director of sales of Moto-Mower Inc. since 1959, has been appointed vp of marketing. The company, a subsidiary of Dura Corp., Richmond, Ind., concurrently announced it plans to broaden its distribution, service, advertising and promotion.

Bayuk Will Shift Major Emphasis to Newspapers in '61

PHILADELPHIA, Dec. 6—Bayuk Cigars will return strongly to newspaper advertising on a regional basis in 1961 to promote its Phillies cigars, according to Magnus Hendell, director of advertising.

The newspaper campaign, tied in with promotions at the local and regional level, will supplement Bayuk's national effort on network television.

Bayuk, after spending nearly $4,000,000 in newspaper advertising in the period from 1957 through mid-1959, shifted emphasis to television for the past year and a half with sponsorship of sports events on network tv. Currently, Bayuk sponsors "Jackpot Bowling" with Milton Berle on NBC-TV.

Some of the company's advertising plans and the thinking behind them were revealed by Mr. Hendell last week at a luncheon meeting of the Philadelphia chapter, American Assn. of Newspaper Representatives held at the Barclay Hotel:

- The newspaper push starts with a holiday schedule of insertions this month of 600-line ads in 20 cities.

One objective of the newspaper effort will be to educate the public about the features of Phillies' nine different shapes, which range from a 5¢ Junior to the two for 25¢ Imperial.

"There is a popular misconception that all nine shapes taste alike and this is not so," Mr. Hendell explained. "The blends in each are different and so are the tastes.

"We are trying to develop individual definitions for each cigar," he said.

Another reason for the newspaper effort is that promotions planned for the year ahead at the local and regional level "lend themselves to newspaper advertising support."

- When Bayuk first went heavily into newspapers in 1957 it did a pioneering job in the cigar industry in its use of large space ads, color, and position, to gain national distribution for Phillies. The distribution achieved, Bayuk then moved into broadcast media, on an increasing scale to television, then nationwide on network tv to build a strong national sports image for Phillies. Phillies thus became the first cigar with a national image.

How far Bayuk will go with its newspaper campaign will depend on the results achieved, Mr. Hendell said.

- Also speaking briefly at the meeting were David Wermen, president; J. Leonard Schorr, exec vp, and Helen Carroll, media director of Wermen & Schorr, agency for Bayuk.

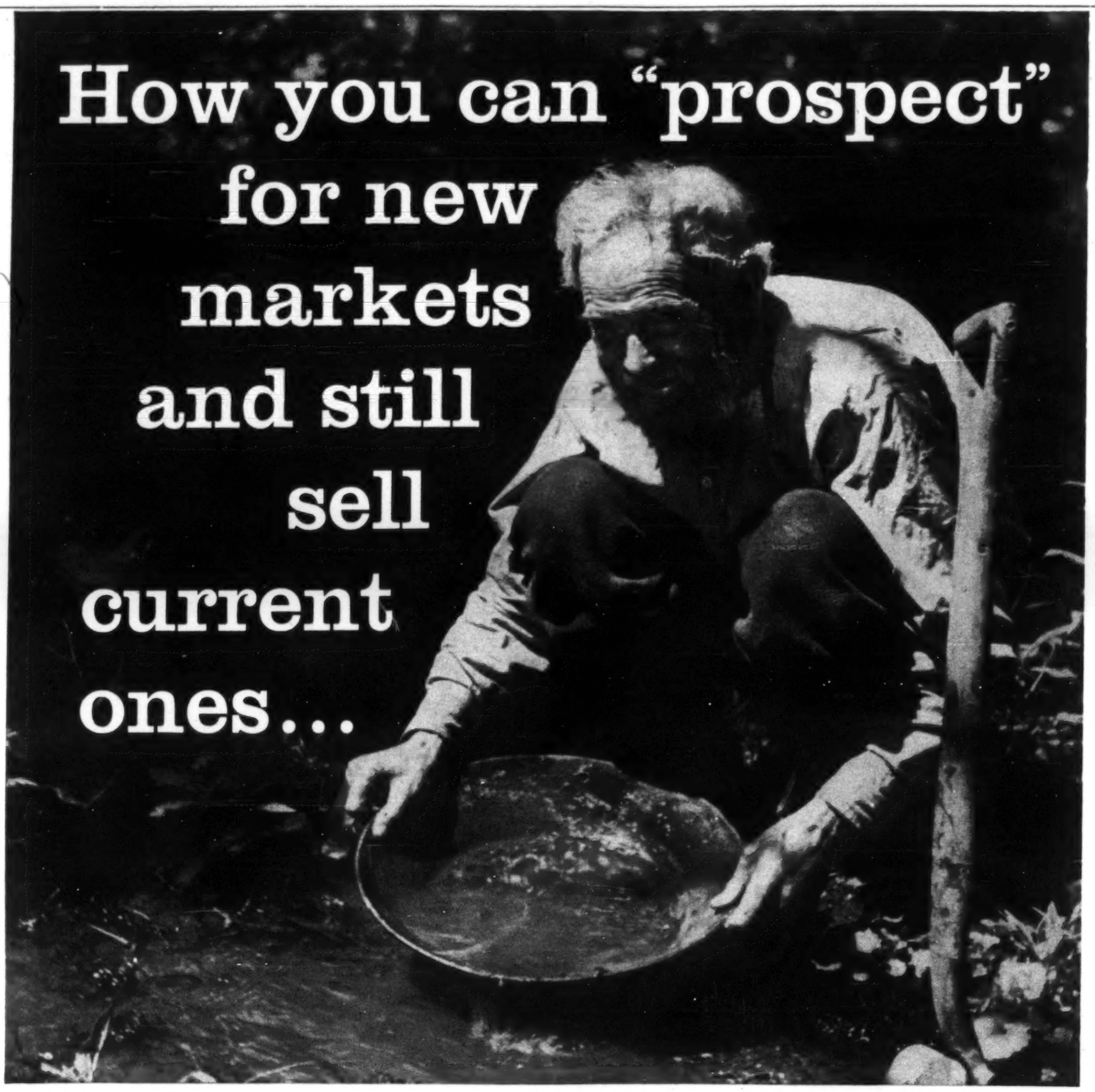
In a slide presentation Mr. Schorr showed the newspaper representatives how the agency has been utilizing newspaper advertising for many of its accounts to reach a diversity of markets from prestige to low income, with good results. #

Livingston Joins Maitland

C. E. Livingston has joined Vic Maitland & Associates, Pittsburgh, as director of market planning. Mr. Livingston was formerly director of media and secretary of Ketchum, MacLeod & Grove, Pittsburgh.

Loughran to Doyle Dane

James M. Loughran, formerly vp in charge of client services in the Los Angeles office of Donahue & Coe, has joined Doyle Dane Bernbach Inc. as a member of its Los Angeles account management staff.


How you can "prospect" for new markets and still sell current ones...

... it's as easy and productive as panning in Fort Knox! Put your product story before the readers of INDUSTRIAL EQUIPMENT NEWS. There are 80,000 of them ... important, multi-functional executives from all phases of U. S. industry . . . from more than 40,000 plants representing more than 4/5ths of the gross national product!

With circulation like this – an exclusive circulation built on Thomas Register's continuing census of U. S. business and businessmen – you reach *all* U. S. markets for your products, *including* the ones you now sell and hope to sell in the future.

And because of the caliber of IEN's editorial material . . . its exciting new cover treatment – you can bet your last nugget that IEN is turned-to and returned-to by its readers in a constant search for products that will solve their current and ever-changing problems.

You owe it to yourself to get all the facts on this exciting, resultful medium—and you can: just ask for our latest Media Data File.

Industrial Equipment News

IEN

good for selling... because it's used for buying

Industrial Equipment News BPA NBP

461 Eighth Avenue, New York 1, N. Y. | *Thomas Publishing Company Affiliated with Thomas Register*

AS ADVERTISED IN THE POST.... AS ADVERTISED IN THE POST

PRIZE PACKAGE IN FOOD TIE-IN LINAGE

Post wraps up giant lead in food store tie-in linage! In the first 9 months of '60, retail food stores gave The Saturday Evening Post as much newspaper tie-in linage as the other magazines in the Post's field combined. Check the facts*:

POST	559,670 lines
LIFE	398,859 lines
LOOK	24,919 lines

And here are the big reasons behind this support: These food stores—including big chain stores—know the Post packs local impact. They know Post readers are their best customers. (Post readers have the highest median income in the general-weekly field.) And they know their customers *prefer* the Post. (The Post sells two times as many copies in food stores as the other big weekly.) No wonder so many new grocery-product advertisers joined the Post in the first nine months of 1960. No wonder, too, the Post gained over $2½ million in grocery advertising revenue (and 43 grocery advertising pages) during this same period!

A CURTIS MAGAZINE

The Saturday Evening

POST

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY

*SOURCE: ADVERTISING CHECKING BUREAU

All-Year Club Sets $750,000 3-Media Drive

LOS ANGELES, Dec. 6—The All-Year Club of Southern California will use approximately $750,000 of its $1,000,000 ad budget for space in magazines, supplements and business publications.

Advertising and promotion will be based on variations of the theme, "Choose a new kind of vacation fun every day in Southern California," which is designed to emphasize the multiple attractions of the area.

In place of its usual use of fractional r.o.p. color pages in the roto section of 11 newspapers, the All-Year Club will try an experiment by using an eight-page supplement in five midwest newspapers on Feb. 5: *Chicago Tribune, Cleveland Plain Dealer, Des Moines Register, Minneapolis Tribune* and *Milwaukee Journal*.

Four pages of the insert will be in color, with the cover being a "fun-map" following three pages of Kodachromes; the remaining four pages will be packed with "adjective-less" informative, travel-type copy.

■ Although the tourist organization has traditionally used coupons in all advertising to check the effectiveness of each medium against others used, the insert will not contain a coupon. A method of determining response from the insert is now being devised by the research departments of the All-Year Club's agency, Foote, Cone & Belding, and the *Chicago Tribune*.

In addition to the 4,000,000 inserts required for the five newspapers, 600,000 more inserts will be printed for such uses as literature in response to inquiries and for distribution to travel outlets throughout the world. The fun map cover also will be reproduced on poster stock and mounted for use as counter cards in travel outlets. The All-Year Club has not previously used posters, but last year did mount two magazine ads for this purpose.

A b&w schedule will run in 44 newspapers in cities which have proved to be the best sources of Southern California tourists. Most are in the Midwest; others are in the East, Pacific Northwest and Toronto and Vancouver in Canada. Insertions range from 2 col. 8" ads to half pages, with schedules ranging from four insertions to 25. The campaign runs in Sunday newspapers, except in Canada, through June, with concentration in February and March. As in the past, special summer ads will run in the Texas and Oklahoma heat belt. Test campaigns will run in Worcester, Mass., and Peoria, Ill.

■ Experience has been that no matter how good a newspaper may be, satisfactory results cannot be obtained in cities of less than 500,000. Peoria was added to get an Illinois city in addition to Chicago, since Illinois is the principal source of Southern California tourists. Worcester was added because Boston is a good source of tourists.

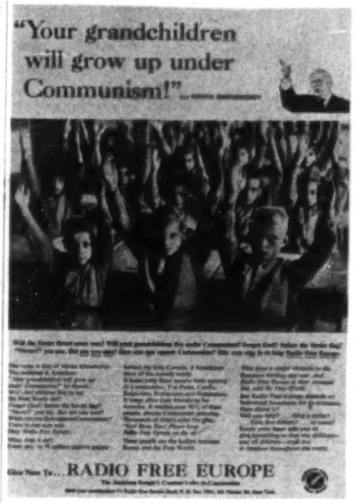
The full color magazine campaign, running December through April, calls for four insertions in *Holiday* and *National Geographic*, all pages except a spread in *Holiday*, and three insertions in *Better Homes & Gardens, Cosmopolitan, Redbook*, and *The Saturday Evening Post*. All will carry pages except the *Post*, which will run half-pages.

Magazine ads will feature five to seven color photos showing multiple attractions such as mountains, desert, Los Angeles, Hollywood, flowers, palm trees, missions and orange groves.

A special campaign directed to business executives, urging them to combine business with pleasure in Southern California, will run in January and February in *Business Week, Dun's Review, Forbes, Fortune* and *Wall Street Journal*.

■ In its new annual report, the All-Year Club, now in its 39th year, reports a record high of 4,474,129 visitors who spent almost $750,000,000 in the 12 months ending Aug. 31, 1960. The report says: "This rich flow of new dollars was the result of a planned effort. We made a careful and technically skillful investment of advertising and promotion money . . ."

In assessing the value to Southern California of tourists and the dollars they bring, the report says: "It will continue that way—provided we continue to stimulate it with advertising and promotion." #


"Your grandchildren will grow up under Communism!"
RADIO FREE EUROPE

THREAT—*Boast of Soviet Premier Nikita Khrushchev provides headline for new Radio Free Europe campaign sponsored by the Advertising Council. Ted Bates & Co., New York, is the volunteer agency.*

Breitner Leaves Wesley Associates to Form Own Agency

NEW YORK, Dec. 7—Harold Breitner announced today that he has resigned as chairman of the plans board and senior vp of Wesley Associates, effective Dec. 31, to form a new agency.

But even though he sent out a press release announcing the above, he declined to name the two people from other agencies who would join him in the new agency; or the name of the agency; or the accounts it would have; or the accounts he worked on at Wesley.

He was at Wesley for two years, and his accounts there included Puritan Sportswear Corp. and Jaymar-Ruby Inc., slacks manufacturer. Before that he was with Hicks & Greist.

Mr. Breitner said his new agency would probably never announce accounts gained or lost. #

Gibson Uses Spot TV, Radio

Gibson Wine Co., Cincinnati, is using spot radio and spot tv in 22 markets in Ohio, Indiana and Kentucky to promote the theme "Gibson wine goes good with the good things of life." Radio minutes are being run, backed by tv station identification breaks. The first flight of announcements will run through Dec. 31, with a second flight scheduled for Feb. 1 through the end of April. Stockton, West, Burkhart is the agency.

Wallingford to Schaller

Wallingford Steel Co., Wallingford, Conn., manufacturer of stainless steel strip and tubing, has appointed William Schaller Co., West Hartford, Conn., to handle its advertising. Hugh H. Graham & Associates, New Britain, Conn., is the previous agency of record.

Why **food** advertisers put us **first** among all New York evening newspapers

Food for an adman's thought: more and more of New York's active, better-income families are buying more food, in more varieties, to do more cooking at home. And the World-Telegram is the newspaper *carried home* to these families every evening, bringing them food news, features, and recipes of special interest, influencing their buying decisions. Good reason why, during the first eleven months of 1960, more food products advertising* was placed in the World-Telegram than in any other New York evening newspaper.

Among New York's evening newspapers, the World-Telegram is:

- **First** in **Retail** Advertising
- **First** in **Financial** Advertising
- **First** in **General** Advertising
- **First** in **Automotive** Advertising
- **First** in **Total Display** Advertising
- **First** in **Total** Advertising

*Source: Foods (General), Media Records

New York's *quality* evening newspaper

New York World-Telegram
and
The Sun
A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211
Or Scripps-Howard General Advertising Offices:
230 Park Avenue, N. Y. C. • Chicago • San Francisco
Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

This page gives advertisers the most advantageous rate in the newsweekly field*

*Number One with the big 25

During the first half of 1960, the 25 largest campaigns in business and news magazines accounted for 940 ad pages in those publications. Newsweek ranked **first** in number of ad pages from this "big 25," with a total of 231.

Simple logic explains this preference for Newsweek. Through its unique editorial approach, Newsweek attracts the leadership people who need facts to make sound decisions. These leaders in business, government and the professions are America's prime market for products **and** ideas. Newsweek delivers more such top prospects per advertising dollar than any other newsweekly.

Like the men behind the 25 largest campaigns in business and news magazines, you want **your** ad dollars to work with top efficiency. Whatever the purpose of your advertising—selling quality consumer goods or industrial products, establishing or strengthening a corporate identity—the logical place for those dollars is Newsweek.

Newsweek
N
W
E
S

The world-wide newsweekly for communicative people.

FCC May Require Hearings on Fast Sales of Stations

53% of Sales Reflect Ownership for Less Than 3 Years, Study Shows

WASHINGTON, Dec. 8—The Federal Communications Commission announced today that it is considering a rule forcing radio-tv station traders to go through a public hearing if they seek to sell their stations within three years of the time they acquire them.

The proposal, designed to curb trafficking in licenses, was worked out, FCC said, because the frequent turnover of a large number of broadcast stations has become a matter of concern both to the commission and Congress.

Under the proposal, no hearing would be necessary if the sale was due to financial difficulties, or to the death or disability of station owners. In other instances, where sales are contemplated in less than three years from the time the station has been acquired, the hearing would be held to provide the licensee with an opportunity to show that the sale is in the public interest.

■ Broadcasters were invited to submit comments on the idea to FCC by Jan. 16. Meanwhile two FCC members, commissioners Rosel Hyde and T. A. M. Craven, appended their own comments: That the automatic hearing on short-term transfers "may have the detrimental effect of discouraging capital investments in the very broadcast facilities that most need improvement in the public interest."

Commissioner Robert Bartley was equally firm in a statement supporting the proposal. He said that the infusion of new blood can be helpful in maintaining the vitality of the radio-tv industry.

"In selecting a purchaser," he said, "the seller is likely to be influenced by many considerations which are wholy unrelated to the paramount question of who is best qualified to serve the public interest."

■ In announcing that the plan is under consideration, FCC said voluntary sale of stations which have been held for short periods raises questions as to whether they are engaged in trafficking in broadcast interests, and whether the resultant uncertainty on the part of station personnel and disruption in operating continuity causes programming deterioration incompatible with broadcasting in the public interest.

The commission said a survey of the past three calendar years showed an average of 555 applications for changes in ownership. In 47% of the cases, the stations had been held more than three years. In 35% they were held one to three years; in 11% six to 12 months; and in 7%, less than six months. Of the sellers, 53% acquired their station by purchase and 47% by new construction permits. A 1958 study showed 83% of the sales were am radio stations, 9% fm and 8% tv.

The dissent by Commissioner Hyde said he was in accord with FCC's motives, but he found no justification for automatic hearing if sale occurred in less than three years. He said he would support moves for tighter administrative review of short term transfers, but that the length of holding should be only one of the pertinent factors. #

Utilities Hit Ad Ruling as 'Bootstrap Inference' by FPC

NEW ORLEANS, Dec. 8—Electric power companies told the court of appeals here today that a Federal Power Commission decision which prevents them from treating anti-public power ads as part of their regular advertising programs was based on "bootstrap inferences."

A controversy over the ads, which were part of the 1957 Electric Company Advertising Program (ECAP) placed through N. W. Ayer & Son, has been raging since early 1958. In the court of appeals move today, 62 power companies which contribute to the ECAP program were trying to upset the power commission's finding that eight ads could not be treated as normal operating cost because they involved "political controversies."

The power companies told the court the ads should be regarded as "outlays for advertising to meet the competition of the government acting in a proprietary capacity."

■ Ads to meet competition of rivals handling gas, coal, oil or any other form of energy clearly would be classified as operating expense, the electric companies argued. "And one of the most formidable competitors these companies face is the government which, competing in its proprietary capacity, is strongly involved on one side of this business controversy."

The appeal emphasized that the power commission had refused to consider evidence offered by the companies to show that the ads were in the interest of the customers as well as the companies themselves.

"Direct testimony as to the non-political character of the advertisements was offered by 11 fully qualified witnesses and similar testimony was offered by other witnesses," the appeal said. "There is no testimony to the contrary.

■ "No member of the commission's staff, no representative of a complainant, took the stand (1) to rebut the companies' justification of the questioned entries; (2) to define the crassly ambiguous terms 'political argument' and 'political controversy'; or (3) to submit to cross examination.

"The commission relied upon its own mere inferences: bootstrap inferences predicated on no more than a reading of the questioned advertisements."

■ The case reached the court here because 10 of the power companies hit by the FPC order are located in the fifth circuit. The 52 other companies filed a brief today asking for a consolidated hearing here, instead of the 10 other circuits which would normally have jurisdiction over their appeals. #

Prudential Pushes College Finance Plan in Magazine Ads

NEWARK, Dec. 7—Prudential Insurance Co. of America this week wound up a two-week advertising campaign introducing a college education plan aimed at parents of children in grammar grades eight through ten.

■ In all-copy b&w pages in *Life*, *Look*, *Newsweek* and *Time*, Prudential is offering an endowment plan that provides up to $12,000 for college expenses. Consumers contribute on a monthly basis, getting 12 years to pay.

Prudential also has pushed the plan via announcements on its weekly CBS-TV series, "Twentieth Century." Reach, McClinton & Co. is the agency. #

Estevez Jet Age Fashions
Caravelle Jet Travel

JET FASHIONS—*This is the opening page of an eight-page b&w ad in the January Harper's Bazaar, promoting Estevez fashions and the Douglas-Sud Caravelle Jet to be introduced in the U.S. soon by United Airlines. Participating stores are getting a promotion kit and display props from the magazine and United Airlines. J. Walter Thompson Co. is the agency for Douglas; Kastor, Hilton, Chesley, Clifford & Atherton handles Estevez advertising.*

Moves by Storer, Westinghouse May Cue Self-Rep Trend

NEW YORK, Dec. 8—The big question among station representatives this week was whether the move toward self-representation, begun by Westinghouse and Storer station groups, would start a trend.

Westinghouse set up subsidiaries to represent its radio and tv stations in mid-1959. Last week Storer Broadcasting Co. formalized its plans for a national spot tv sales organization to replace the representatives who currently handle this business.

Like Westinghouse, Storer will form a separate corporation—name to be selected later—to handle spot sales. Within a year or a year and a half, this corporation will be ready to vie for business from stations outside the Storer tv family, if present plans work out.

TVAR, the Westinghouse tv subsidiary, now has become well enough established that it is scouting for new business on non-Westinghouse stations in major markets. Its radio counterpart, AM Radio Sales, a going concern which Westinghouse bought, already handles eight non-Westinghouse stations.

■ Peter Storer, now managing director of WSPD-TV, Toledo, will become general manager of the new Storer national sales organization that will handle spot sales for Storer tv effective July 1, 1961. Offices will be opened in New York and Chicago. The announcement indicated that arrangements are being made to have the Storer stations represented in other cities.

Storer's yen to have a try at self-selling means a loss of business for the Katz Agency, and to a lesser degree, for Blair Television Associates. Four of the five Storer stations—WJBK-TV, Detroit; WJW-TV, Cleveland; WAGA-TV, Atlanta; and WSPD-TV, Toledo—are handled by Katz. WITI-TV, Milwaukee, is represented by Blair.

When Storer decided to make a test of self-representation for tv, it asked Katz to continue to handle the stations for sale in regional offices outside New York and Chicago. However, Katz was cool to this idea and Storer's spot subsidiary probably will open offices in Detroit and Los Angeles as well. The Storer representation sales staff will number ten in New York and five in Chicago.

■ The announcement emphasized that the seven Storer radio stations will continue to be handled by their present reps. Earlier, George Storer Jr., vp in charge of tv operations for the group, said that a similar separate spot sales operation had been considered for radio and rejected as economically unwise for that medium (AA, Nov. 14).

Stanton P. Kettler, exec vp for operations of Storer, said the tv move was "motivated solely by a desire to create an in-depth quality sales organization whose members would have a personalized knowledge of the five stations they were representing."

■ Other news from Storer revolved around a number of tv management changes announced by George Storer. Heading the list were Bill Michaels, vp and managing director of WJBK-TV, Detroit, who was named regional vp for Detroit and Cleveland; and Terry H. Lee, vp and managing director of WAGA-TV, Atlanta, who was given the same title for Atlanta, Toledo and Milwaukee.

New managing director for the tv stations in Detroit and Atlanta, as well as for WSPD-TV, Toledo, will be named after the first of the year.

RKO STATIONS' UNIT WILL WORK WITH REPS

NEW YORK, Dec. 8—RKO General has set up a central sales organization of national sales mangers to work with its stations' national representatives on spot sales. The national sales managers, who were located in the station's home cities, will work out of RKO General headquarters here.

Asked if this were the first step toward self-representation in the Storer-Westinghouse pattern, Hathaway Watson, vp in charge of broadcasting for RKO General, said no such a move was planned at this time.

"Of course, we considered setting up our own rep company," he said, "It wouldn't be smart not to consider it. But we decided against it at this time." He said that contracts with current reps had been extended and that reps had been reassured that RKO was not planning to take over its own spot sales in the foreseeable future.

■ The situation will be reviewed again, perhaps next summer after the central sales organization has been given a test, and the company will then decide whether to continue with the reps, supplemented by the central sales setup, to dispense with the central sales setup and leave spot to the reps, or to go all the way toward self-representation.

Robert J. McNamara will move over from the RKO General headquarters staff to become director of sales plans. His assignment: to direct and coordinate the newly established sales force.

■ Some of the national sales managers, now stationed here in the central sales office, previously held the same titles with the company, but worked out of the station's home cities. These include Paul Martin, for KHJ, Los Angeles; Procter Jones, for WNAC and Yankee Network, Boston; James Gates for WNAC-TV, Boston; and Gordon Lawhead, for WHBQ and WHBQ-TV, Memphis. Perry Ury, for WGMS, Washington, will remain in the Capital City.

Newly appointed national sales managers are Richard Jacobson, former station owner for KHJ-TV, Los Angeles; Sidney Allen, formerly with NBC and Mutual, for CKLW and CKLW-TV, Windsor-Detroit; and Herbert Clarke, previously with NBC, for KFRC, San Francisco. #

ARF Studies Brand Loyalty, Readership, Conference Told

NEW YORK, Dec. 8—The Advertising Research Foundation reported today the addition of 31 members during 1960, a healthy financial status and some interesting plans for the future.

ARF has two projects in the works—one is studying whether advertisements can be designed to achieve high readership scores, a project financed by Du Pont and ARF; the other is a study of brand loyalty related to personality characteristics, gleaned by a study of the discontinued J. Walter Thompson Co. panel.

Richard P. Casey, Benton & Bowles, chairman of the annual conference committee, reported that most of the 700 people who attended the day-and-one-half conference, liked it, approved of its longer length, and wanted (1) more controversial discussion, (2) more audience participation, (3) more technical and practical information.

■ A. W. Lehman, managing director, called attention to ARF's seventh publication of a study of tv households, and pointed out that ARF is the only organization which is allowed to hitchhike on the Census Bureau's current population survey, mostly because ARF also is "reporting on a great social evolution."

Arno Johnson, J. Walter Thompson Co., ARF chairman, again cited ARF's goal—"improving advertising efficiency"—and stressed the balance between long-term and short-term projects. He asserted that one of the best defenses when advertising is being attacked is to improve its efficiency, and stress its contributions to the economy. He reemphasized that a consumer-oriented economy imposes on advertising the job of moving $800 billion in production in 1971.

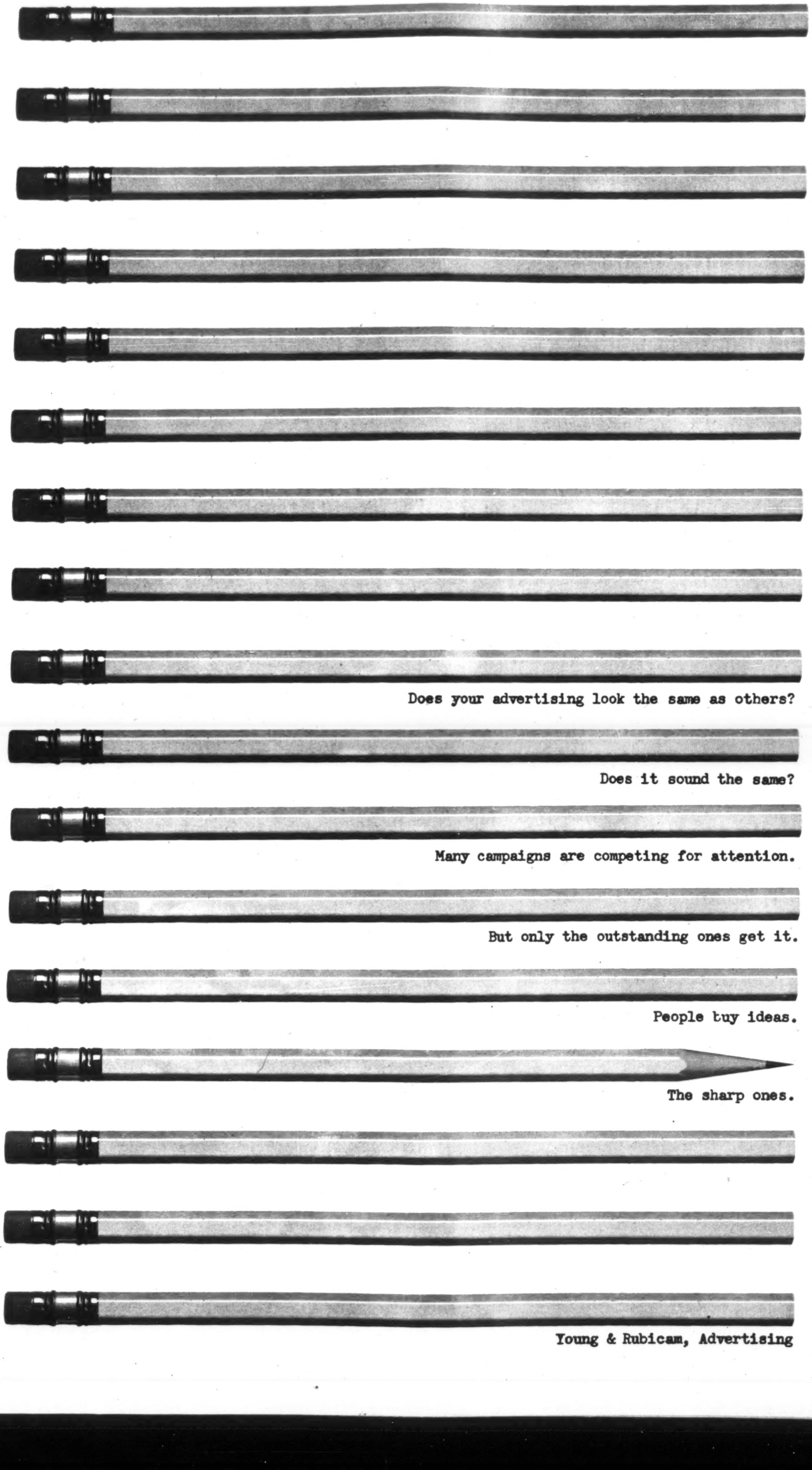
An ARF committee headed by Harry Schroeter, National Biscuit Co., has been studying what ARF might be able to do to improve the image of advertising. Mr. Johnson said flatly that "advertising is in the public interest," and that its contributions to the standard of living, employment and of use of manufacturing facilities need to be emphasized.

■ ARF elected Mr. Lehman president of the foundation, after 16 years as managing director. Arthur Hull Hayes, president of CBS Radio, was elected chairman of the board. Frank W. Mansfield, director of marketing research for Sylvania Electric Products, was elected vice-chairman; Lyndon O. Brown, senior vp of Dancer-Fitzgerald-Sample, was elected treasurer, succeeding Mr. Mansfield. Five new directors were elected: Robert E. Kahl, Borden Foods Co.; Peter Langhoff, Young & Rubicam; A. Edward Miller, *McCall's*; Edwin L. Sullivan, Meredith Publishing Co.; and James M. Wallace, N. W. Ayer & Son. Six directors were reelected.

ARF bylaws were altered to permit trade and business associations and media representatives to join ARF as "associate association member," or "associate media representative member." The qualification for associations is that their principal interest be in U.S. advertising; for representatives that a number of their principals belong to ARF. #

Cuttie to MacFarland

D. L. (Don) Cuttie has joined MacFarland, Aveyard & Co., Chicago, as a member of the account executive staff. Mr. Cuttie was formerly a vp and account executive of Henri, Hurst & McDonald.



Does your advertising look the same as others?

Does it sound the same?

Many campaigns are competing for attention.

But only the outstanding ones get it.

People buy ideas.

The sharp ones.

Young & Rubicam, Advertising

Discount Replies 'Generally Good,' SaysOgilvy'sFrey

(Continued from Page 2)

to obtain special discounts for clients with big newspaper schedules.

Ted Bates & Co.—representing Brown & Williamson—recently urged newspapers to "re-examine" discount patterns in advance of a heavy b&w and color newspaper push by the cigaret maker (AA, Nov. 21). Although Bates did not spell out specific discount proposals, it cited a 15% frequency discount which it said was "common to other media." Publisher reaction, the agency said, was still being evaluated.

Earlier this year (AA, July 4), William Esty Co. obtained special discounts from newspapers in advance of a multi-million-dollar color campaign for Reynolds Tobacco's Salem and Camel cigarets.

Esty's proposition, as put to publishers and their representatives, involved a cost-per-1,000 circulation figure of $7 or less. If a newspaper met the $7 requirement, it was automatically placed on the Reynolds schedule and no discount was requested. If, however, a selected daily's cost-per-1,000 ran between $7 and $10, a 10% discount off the one-time, page color rate was requested.

■ The apparent trend toward unilateral action by ad agencies seeking discounts for big-spending national accounts prompted considerable soul-searching and self-examination by the newspaper industry.

In the face of a growing clamor by agencies and advertisers for bigger volume and/or frequency discounts, the big question facing most publishers seemed to be not whether discounts should be offered, but how—in what form—they should be offered.

In his letter to publishers, OBM's Mr. Frey summed up the agency-client position: Citing "increasing pressure" from advertisers and agencies for newspaper discounts, he said that refusal to recognize this pressure was "not realistic," and that his discount request was based on the "conviction that newspapers generally have not kept pace with other media in offering adequate inducement for high-frequency, large volume use of their medium."

Newspaper rate structures, he said, do not "speak well for the policies under which newspapers currently operate in the competitive area they contend in for an increasing share of national advertising dollars."

■ Publishers, on the other hand, seem to be in agreement that some kind of uniform frequency and volume discount is in order if the industry is to compete effectively for precious national advertising dollars. At its annual convention last month, the Southern Newspaper Publishers Assn. heard the chairman of its advertising committee urge the adoption of a standard column width and uniform rate structures encouraging large-scale frequency discounts. Although no official action was taken on the recommendation, made by Chairman Frank Aycock of *The Memphis Commercial Appeal*, the SNPA was advised to consider uniform discounts "to make it easier for people to do business with newspapers.

"It's hard enough to do business with us, even when we have uniform practices. This is the least we can do for ourselves," Mr. Aycock said.

Not all publishers go along with Mr. Aycock. Many feel that narrow profits, coupled with costs that vary from market to market and from daily to daily, militate against offers of liberal discounts, in addition to standard volume and frequency discounts already on rate cards.

■ Others resent what they consider an attempt by agencies to set newspaper rates. They point out that the industry has a tradition of individually granting the same rate to any class of advertisers meeting the same requirements. What's good for one, they reason, should be good for all.

Others feel that unilateral action by individual newspapers in granting discounts can lead only to a general breakdown in the discount structure of the newspaper business.

Peter Benziger, president of Ridder-Johns, newspaper representative, perhaps typifies the thinking among representatives and publishers who feel that while discounts may be in order, the industry must be careful to provide standardization of frequency patterns and space units (AA, Nov. 28). Amount and degree of discounts provided advertisers, Mr. Benziger believes, can be a matter of individual decision. In his recent interview with ADVERTISING AGE, Mr. Benziger warned that chaos in the newspaper business can result from the "rash of different type discount structures breaking out all over the country."

■ How many types of discount plans are there?

According to a recent rundown by Moloney, Regan & Schmitt, newspaper representative, there were 54 dailies offering bulk discounts on 50,000 lines or more. As against the multitude of dailies offering discounts on a page unit or more, these bulk discounts are available to advertisers using fractional, or less than a page, space units.

Another 21 dailies, according to the Moloney tabulation, offer frequency discounts modeled on the Continuity-Impact-Discount plan introduced by the *Louisville Courier-Journal* and *Louisville Times* in 1959. The C-I-D plan is generally available to advertisers using a minimum of 300 lines within 13, 26, 39 or 52 weeks. Thus a hiatus of one week is permitted an advertiser with a 13-week contract, two weeks for 26 weeks, etc. An advertiser contracting to run 1,000 lines a week for 48 out of 52 weeks could earn a considerable discount on his minimum of 48,000 lines, plus 13% on all excess linage.

■ In addition to the C-I-D plan, the Moloney tabulation—based on the November Standard Rate & Data Service—lists 18 dailies that offer "other" frequency discount arrangements. The *Pittsburgh Post Gazette*, for example, has a discount arrangement under which an advertiser can earn up to 24% on a 52-time schedule. To be eligible for frequency discounts, an advertiser must schedule a minimum of 500 lines. #

FM Group Disclaims KPEN, KSFR FM Survey

Following publication of a survey via Western Union to estimate the Bay Area's fm audience, by KPEN, San Francisco, and KSFR, San Francisco, the Northern California FM Assn., comprised of eight other Bay Area fm stations, issued a statement declaring that the association did not sanction the study. The study showed fm penetration was 33.5%, not 47% as had been widely claimed in a 1957 survey. Bay Area stations taking issue with the study were KAFE, KBAY, KBCO, KDFC, KHIP, KJAZ, KQBY and KRE.

REYNOLDS
ALUMINUM

NEW TECHNIQUE—*Pictures above are stills from a Reynolds Metals Co. commercial aired Dec. 9 on "Harrigan & Son" (ABC-TV). It is said to be the industry's first videotape commercial incorporating single camera scene-by-scene shooting, with transitions and titles added after production. With 10 separate time-lapse scenes with the same performer in different situations, this videotape commercial previously would have required at least five separate cameras. Single camera out-of-sequence shooting was made possible by the use of Ampex Intersync equipment (AA, April 18). This technique was formerly limited to film production. Clinton E. Frank, Chicago, is the agency.*

Announcer Downs Stages Undersea Rescue of Sof'Stroke Commercial Criticized by FTC

NEW YORK, Dec. 8—Hugh Downs, announcer on NBC-TV's "Jack Paar Show," last night took issue with a complaint filed by the Federal Trade Commission against Mennen Sof'Stroke shave cream.

The FTC complaint had charged that an underwater demonstration showing a skin diver using Sof'-Stroke was "not a valid portrayal" of the superiority of the product (AA, Nov. 14). The tv ad, which made its first appearance on the Paar show and has been repeated several times since, shows the heavily-bearded diver plunging into water 6' to 8' deep.

The FTC contended that a comparative demonstration of Sof'-Stroke and another shave cream gave unfair advantage to Mennen because it had been fortified with toothpaste. The commission further charged that the diver cupped his hands to a lesser degree when dispensing the competing brand than when using Sof'Stroke, thus allowing Brand X to disperse in the water more readily.

■ Mr. Downs said he had been intrigued with the commercial and decided, when he was in Hamilton Beach, Bermuda, to make an underwater test of his own. He does the voice-over for ads on the Paar show.

The announcer explained that he bought a can of Sof'Stroke in a drug store and ran the test in about 20' of salt water.

"It does work," Mr. Downs reported. "If an ad agency added toothpaste, it should be horse-whipped, because it was not necessary. . . . And it was ridiculous," he added.

Mr. Downs prefaced his remarks by saying that he seldom comes to the defense of a product just because it's on the Paar show, but he felt compelled to do so in this instance. #

Muench, 2 Accounts Join Presba Agency

CHICAGO, Dec. 6—C. Wendel Muench, veteran agency executive, has resigned as an account executive with Erwin Wasey, Ruthrauff & Ryan and has joined Presba-Fellers & Presba as a vp and principal.

C. Wendel Muench

The Presba agency has changed its corporate name to Presba-Muench Inc. Will Presba continues as president of the agency, which will maintain its headquarters at 360 N. Michigan Ave.

Mr. Muench has brought two accounts with him from EWRR, with combined billings of about $100,000—Mavar Shrimp & Oyster Co., Biloxi, Miss., and General Bandages Inc., Skokie, Ill. He told ADVERTISING AGE that two other accounts, with combined billings of $150,000, currently at other agencies, will follow him to Presba.

■ The Presba agency currently has billings of about $1,000,000, Mr. Muench said. He added that he has an option to buy stock in the agency.

When Mr. Muench joined EWRR last year (AA, March 30, '59), he brought Mavar Shrimp and General Bandages and six other accounts with him from Henri, Hurst & McDonald. Mr. Muench owned and operated his own agency, C. Wendel Muench & Co., for 26 years before merging the agency with Henri, Hurst on Jan. 1, 1958. #

Nielsen to Improve Reporting of Local Markets in 1961

(For news of other activity on the ratings front, see Page 52.)

NEW YORK, Dec. 6—John Churchill, vp of local broadcast services for A. C. Nielsen Co., yesterday announced plans for improvement in local market reporting.

Starting in 1961, Mr. Churchill said, the Nielsen Station Index will measure all U. S. tv stations at least twice a year. This service is currently offered for 389 tv stations operating in multi-station markets.

Among the other revisions planned were:

- Reports for all markets will be synchronized at least twice a year to enable clients to make market-to-market comparisons.
- Samples, to be based on new U. S. census and Nielsen '61 coverage information, will be increased in order "to pin-point marginal audiences." The reports will thus be able "to provide full audience composition data for more time periods and a more precise measurement of station total audiences."
- "Sales-area breakouts" will be offered to spot and network advertisers.
- Reports prepared in cooperation with A. C. Nielsen Ltd., Canada, will offer information on "across-the-border" audiences of U. S. and Canadian stations.

Mr. Churchill indicated that this expansion was possible because of the "loyal support of over 600 long-term subscribers," including 14 major agencies which signed within the last 90 days. #

Louisville Dailies Boost Discounts; More Adopt C-I-D

LOUISVILLE, Dec. 7—The *Louisville Courier-Journal* and *Times*, which pioneered a Continuity-Impact Discount plan in September, 1959, will increase maximum discounts up to 17% for national advertisers, effective Jan. 1.

The new discount plan increases maximum discounts from 13% to 17% for 1,500 and 2,400-line minimum contract requirements.

■ The Evansville, Ind., dailies and the *Los Angeles Herald-Express* also have adopted the C-I-D rate structure. Evansville Printing Corp., publisher of the *Courier*, *Press* and *Sunday Courier & Press*, has announced it will put into effect Jan. 1 a new rate structure on the general rate card and will feature a discount plan including 1,500-line and page units. All charges will be figured on the basic line rate established July 1, with a maximum discount of 17% possible.

The *Los Angeles Herald-Express*, effective Feb. 1, is adopting the C-I-D bulk plan. In addition, the daily is offering bonuses to advertisers who give three to five-day leeway in the scheduling of color ads.

■ The *Arkansas Democrat*, Little Rock, has adopted a C-I-D rate structure, effective Jan. 1. The plan is available to advertisers placing a minimum of 100 lines or more in 12 of 13 weeks, 24 of 26 weeks, 36 of 39 weeks and 48 of 52 weeks. Discounts of up to 13% may be earned on insertions of 1,000 lines or more.

Twenty southeastern daily publishers, represented by General Advertising Service, Atlanta, have embraced the C-I-D plan and expect to have it in effect by Jan. 1. Each of the publishers will modify the plan to suit his individual situation, and all discounts will be on an individual newspaper basis.

The dailies are the *Times*, Gadsden, Ala.; *Daily Mountain Eagle*, Jasper, Ala.; *News*, Tuscaloosa, Ala.; *Sun*, Clearwater, Fla.; *Herald*, Sanford, Fla.; *Daily Journal*, Marietta, Ga.; *Valley Times-News*, West Point, Ga.; *Messenger*, Mayfield, Ky.; *News-Argus*, Goldsboro, N. C.; *News-Herald*, Morganton, N. C.; *Herald-Journal*, Spartanburg, S. C.; *Item*, Sumter, S. C.; *Daily Times*, Union, S. C.; *Times-Democrat*, Orangeburg, S.C.; *Herald-Courier* and *Virginia-Tennessean*, Bristol, Tenn.-Va.; *Daily Banner*, Cleveland, Tenn.; *Star*, Elizabethton, Tenn; *Daily Times*, Maryville, Alcoa, Tenn.; *News-Journal*, Radford, Va.; and *Southwest Times*, Pulaski, Va. #

'Post' Will Publish Combined Year-end Issue

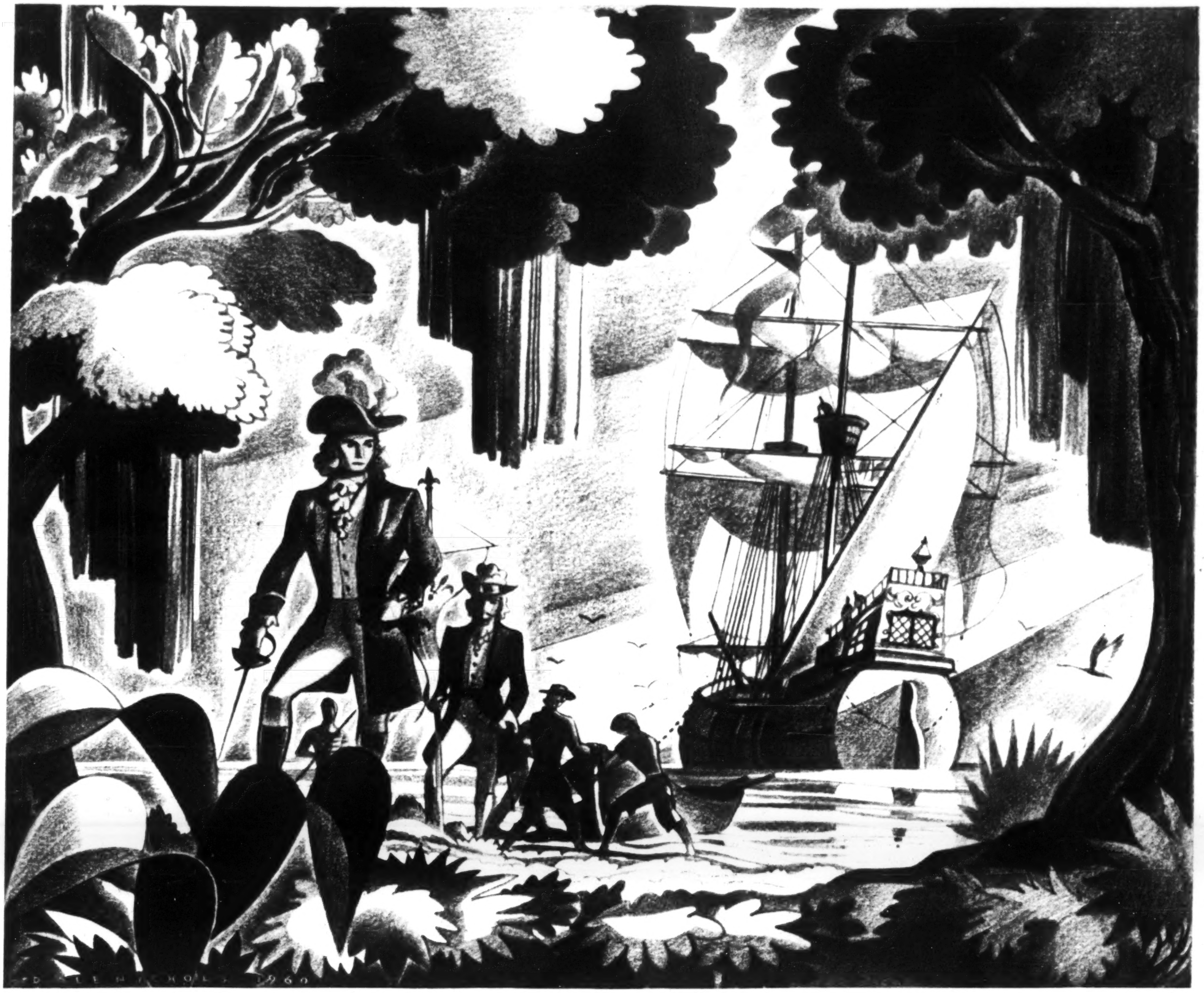
The Saturday Evening Post, Philadelphia, will publish a special edition Dec. 20, combining its Dec. 24 and Dec. 31 issues. *Post* said this will be done each year-end in the future.

Newsstand prices and page rates remain the same. Promotion for the issue will be heavier than usual for a *Post* edition, and will center around an 18-page section on "one of the most controversial issues of our time," as yet unannounced. The *Post* also revealed that advertising revenues for 1960 amounted to a record $105,004,626, up $7,390,184 from 1959.

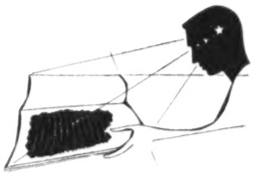
Foote, Cone Names Oliver

Foote, Cone & Belding, New York, has appointed C. Burt Oliver to the new post of national business manager of broadcast. Mr. Oliver, formerly vp and managing director of Foote, Cone & Belding Canada Ltd., has been succeeded in that post by Richard B. Bradshaw (AA, Nov. 28).

ILLUSTRATOR: Dale Nichols, painter, illustrator, teacher, art editor, and writer, is well-known for his advocacy of the power of print.



the show is inside



In national magazines the history of America is recreated by pictures in print. The illustrator restores to life events that cannot be fully recaptured by words: the French exploration of Louisiana, the voyage of Lewis and Clarke down the Missouri. The appeal is to visual imagination. Given a pictorial clue, the viewer puts on his own show in his own head. Advertising in national magazines builds on the long-established power of pictorial presentation. Pictures in print can evoke the past, suggest the future, create a buying mood, or make the most positive statement of product and brand identity. This is one reason why most successful advertisers agree that *print* is the basic medium for an effective advertising program.

This advertisement, one of a series developed in collaboration with well-known artists and photographers, is our way of saying that we believe in print as the basic medium of communication, education, and advertising in America. For more than a quarter century we have promoted our own business with printed advertising, and we have contributed as photoengravers to the technical quality of printed advertising throughout America. Our business is the making of fine photoengravings for letterpress and gravure. This small but essential part in the production of print gives us the right and obligation to express our faith in print to the advertising fraternity.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

IT HAD TO HAPPEN:

NETWORK	24 MARKET RATING
ABC	**19.4**
Net Y	18.3
Net Z	16.8

ABC-TV FIRST IN 24 MARKETS*...

As the current season took shape, so did an obvious trend – a trend toward ABC, in markets where all three networks compete equally. It being in the nature of trends to keep trending, note (on the adjoining page) what's happening...

*Source: Nielsen 24-Market Reports from week ending Oct. 16 through week ending Nov. 20. Average audience all network time periods, 6:30-11 PM Sun., 7:30-11 PM, Mon. through Sat.

IT HAS HAPPENED:

NETWORK	NATIONAL RATING
ABC	18.5
Net Y	17.8
Net Z	17.4

ABC-TV NOW FIRST NATIONALLY*!

Nielsen's 24 markets have forecast the national preference for ABC. Nielsen National Report for the two weeks ending Nov. 6 shows more homes (as above) watching ABC-TV, all over the country, than any other network.

*Source: Nielsen National TV Report, average audience, 2 weeks ending Nov. 6, 1960. (Sun. 6:30-11 PM, Mon. through Sat., 7:30-11 PM.)

ABC TELEVISION

The Editorial Viewpoint . . .

The Danger of Insipidity

While everyone is greatly concerned with advertising that offends one segment or another of the public because it hits too hard, or because it violates someone's concept of current good taste, or because—a much less likely situation—it is actually untruthful or misleading—we'd like to express an equal concern about advertising which suffers from none of these faults, but which, instead, can only be described as insipid.

Advertising has every right to be concerned over its present bad odor with the public, and every reason to seek earnestly to eliminate the practices—and perhaps also the practitioners—who have brought it into disrepute.

It is tackling the job vigorously now, on many fronts. It has by no means achieved success as yet, but it is not too much to say that very considerable progress has been made and that the job will be done.

The danger of which we speak now lies in the strong possibility that too many advertisers, seeking to make certain that they do not offend, actually stop saying anything of any importance in any effective way, and instead move toward whimsy, fantasy and folderol which they hope will amuse someone and perhaps induce large numbers of people to "like" their advertising. With this objective accomplished, they hope, there will ultimately be some effect on sales of the advertised product or service. But in many instances, the direct connection between advertising and cash register becomes extremely tenuous.

The Creative Man put the case well when he was asked, in connection with last summer's Creative Workshop, to comment on what he considered the worst ads of the year.

"You are probably thinking," he said, "that it is all too easy to find advertisements to criticize. Let me disillusion you. To find ads worthy of criticism is difficult at any time, but it has been especially difficult during the past 12 months, because a number of influences have been at work, ranging from the Federal Trade Commission to a vague 'out there thing' called public opinion. And these influences have somehow managed to lift advertising from its once picaresque state, to elevate it, to raise it to what I can only describe as the general level of dull mediocrity. How can one criticize the alphabet, the multiplication tables, or the dictionary?—or, one might add, Alice-in-Wonderland gambits, or cheery, inane messages apparently designed to make the viewer or reader love your advertising, rather than buy your product?"

Speaking of one ad in particular, the Creative Man said: "It's not a bad ad. It's not objectionable. It's not in bad taste. It's simply neutral. It's like Clement Attlee, the former Labor prime minister of Great Britain, of whom Winston Churchill said, 'He's so modest—but then, he has so much to be modest about'."

These is a great deal more of this kind of advertising than there is of the kind which causes public indignation. No one gets indignant or concerned about this type—except perhaps the people who pay for it. But all of us in advertising had better make sure that it does not take over the field while we are too busily watching in the opposite direction.

The 'Little' Guys Can Help

Advertising is a peculiar business in more ways than one.

Despite its extraordinary volatility, which makes yesterday's modest advertiser or agency a giant overnight, or reverses the process and makes yesterday's giant just a so-so operator in a single turn of fortune's wheel, there is probably no other business in which the "big guys" and the "little guys" mingle so little.

Whether you are a "big guy" or a "little guy" in this business is a pretty subtle thing, but it's there. If you live or work in Peoria or Newark or Grand Rapids, you are likely to be a "little guy" or one of the very few exceptions that prove the rule. If you live or work in New York or Chicago or Detroit or maybe San Francisco, you may be a "big guy," though of course this distinction is by no means automatic.

In the big advertising centers, one good way to tell the guys who consider themselves "big" from the ones who don't is to check the local adclub. The "big guys" may belong (although even this is not particularly likely) but adclub work and attendance are left almost completely to the "little guys," who presumably have nothing much else to do.

This is important now—and unfortunate, because when the public image of advertising is being picked on, and legislators are loading their guns for advertising bear, the "little guy" and his local, grass roots organization often is far more important and far more helpful in making his voice heard than is whatever assistance he may get from the "big guy."

A few more "big guys" working with the "little guys" at the local level might be extremely helpful to the advertising business during the next few years.

Gladys the beautiful receptionist

—Bruce Smith, Editorial Service Co., Milwaukee.

"Kennedy was right about 17,000,000 Americans going to bed hungry every night—they're all on Metrecal."

What They're Saying . . .

Chickens and Peacocks

It is fashionable to complain about the cultural level of tv. It is argued that Channel 4 is simply not up to the standards of the Old Vic. This is something like complaining that a chicken is not a peacock. The legitimate debate is whether it's a good chicken and this requires another frame of reference. Tv is not intended to be moral or cultural uplift. It is entirely devoted to a specific form of advertising, namely brainwashing. The sole object is to condition the reflexes of all potential customers as if they were Pavlov's dogs.

Madison Ave. and the agents thereof have become bad words in Hollywood, synonymous with stupid, routine, cliché, or debilitating. Nothing could be farther from the truth. These men are geniuses. They understand the minds they seek to impress and mold. They persuade corporations to invest millions of dollars in tv programs for the purpose of brainwashing the customers. They understand they are in the chicken business.

Peacocks, that's a different racket altogether.

—"How to Throw Rocks at TV," by Edmund Hartmann, in the November issue of Screen Actor, official publication of the Screen Actors Guild.

What It Takes

Advertising agencies must help clients develop new products, new channels of distribution and new sales techniques if they are to survive in the '60s. The agency that prepares art and copy only is doomed. The real need is for agencies who understand the marketing concept and can assist clients in all important marketing areas.

—Louis Westheimer, marketing and management consultant, speaking at the Central Region Managing and Marketing Conference of the National Federation of Advertising Agencies in St. Louis.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Metrecal and other weight reducers are now grossing $100,000,000 a year, the story says.

And in Egypt prosperous business men smile as their wives get fatter and fatter.

•

A New York agency man who thought it would be more fun to live in a small town has returned to Madison Ave.

He thinks the moral is, "Don't commute."

•

Speaking of smaller cities, Green Bay's Packers have demonstrated that you don't have to live in a big town to enjoy big league pro football.

•

With refreshing candor ABC says the most election night tv viewing went convincingly to Network Z, and it assumes you know the difference between Z and Y.

•

Leo Burnett says its special media research group went to work and came up with a tv spot program based on the cost per 1,000 cows.

That's milking the statistics for all they're worth.

•

The Tucson metropolitan market, its newspapers say, gained 88% in population during the past ten years.

A lot of those admiring tourists must have canceled their return trips.

•

"Honesty has to be a primary pillar of legalized gambling," says Raymond Smith, head of Reno's famed Harold's Club.

"Never give the sucker a break" is no longer good business.

•

That picture of a famous GE adman, featured in an ABP business paper promotion, not only wasn't identified, but failed to include a clue as to the brand of cigaret he was smoking.

•

"Crest entry revives British dentifrice field," the headline says.

Seems as if the right professional endorsement may help everybody.

•

Toni might be interested to note that Paul Harper Jr., the new president of Needham, Louis & Brorby, is the father of two sets of twins.

•

"Advertising that people reject, no matter how noisy," says Kenyon & Eckhardt, "is as soft as butter."

You have to increase the vitamins and reduce the decibels.

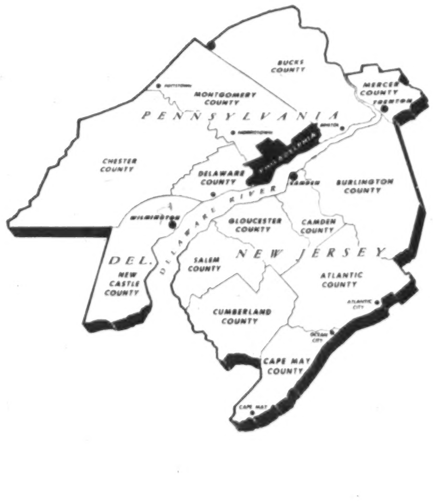
•

"Will relocate; my family knows of this ad," says a not-so-old pro looking for a new connection.

And you know who will have the last word.

COPY CUB.

61 PERCENT
OF DELAWARE VALLEY'S
RETAIL SALES
ARE MADE
IN THE SUBURBS


BUCKS COUNTY
MONTGOMERY COUNTY
PENNSYLVANIA
MERCER COUNTY
TRENTON
PHILADELPHIA
CHESTER COUNTY
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
WILMINGTON
DELAWARE RIVER
GLOUCESTER COUNTY
CAMDEN COUNTY
DEL.
NEW JERSEY
SALEM COUNTY
NEW CASTLE COUNTY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

The Philadelphia Inquirer delivers your advertising to 30% more suburban adult readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

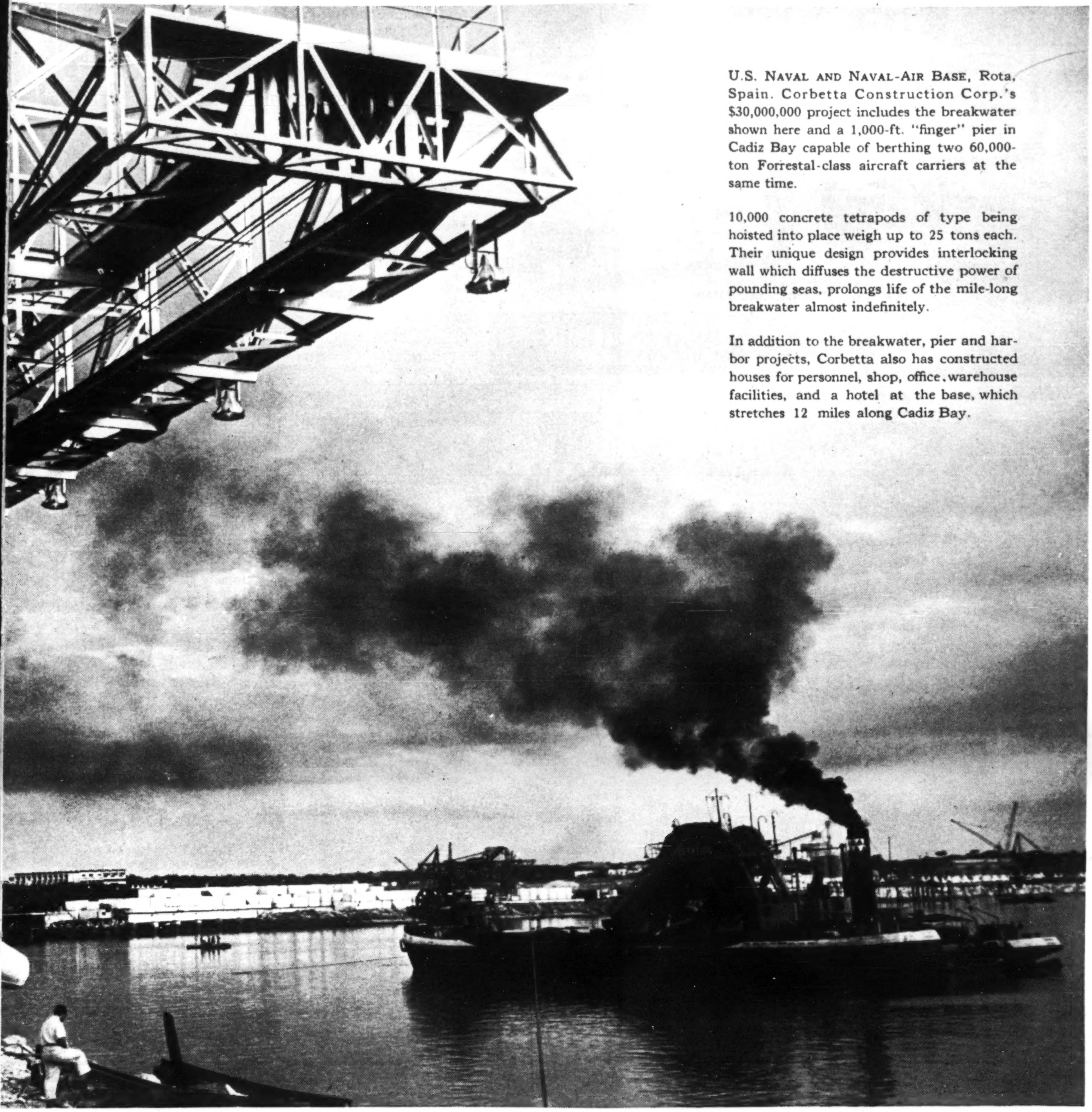
TOUGH, RESILIENT, INFORMED, SUCCESSFUL...

That's Roger H. Corbetta, *president of the Corbetta Construction Corp. of New York and Chicago.*

Responsible for half a billion dollars worth of construction around the world in the last 38 years, he began as one-man contractor on a $1,100 sidewalk-paving job in 1922. His rise to command of a company now building a $30,000,000 U. S. Naval Base is a story of rugged determination, of dramatic gambles against sizable odds and of hard-earned mastery of all the intricate phases of construction.

"Mr. Concrete," as he is known to many in the industry, can usually be found clambering up ladders to inspect newly-poured forms for a bridge . . . hammering away on the potentialities of concrete to groups of architects and engineers . . . or sweating out new pre-casting and pre-stressing techniques with manufacturers.

Corbetta's recent construction record includes the $12,000,000 Pan American Airways hangar at Idlewild, a $13,000,000 drydock for the Brooklyn Navy Yard, part of the N. Y. Thruway, Pier 57 in Manhattan, caissons for the



U.S. NAVAL AND NAVAL-AIR BASE, Rota, Spain. Corbetta Construction Corp.'s $30,000,000 project includes the breakwater shown here and a 1,000-ft. "finger" pier in Cadiz Bay capable of berthing two 60,000-ton Forrestal-class aircraft carriers at the same time.

10,000 concrete tetrapods of type being hoisted into place weigh up to 25 tons each. Their unique design provides interlocking wall which diffuses the destructive power of pounding seas, prolongs life of the mile-long breakwater almost indefinitely.

In addition to the breakwater, pier and harbor projects, Corbetta also has constructed houses for personnel, shop, office, warehouse facilities, and a hotel at the base, which stretches 12 miles along Cadiz Bay.

Tappan Zee Bridge, and a housing project in Puerto Rico.

Men like Roger Corbetta—the engineers, designers, contractors and owners who are transforming the face of America with big projects based on big ideas—have to keep abreast of new developments in all phases of construction. These are the men who turn each week—as part of their jobs—to Engineering News-Record for the latest news and information on the materials, machinery, money and manpower they need in their work. These are the men you sell when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:

Engineers · Architects
Contractors · Owners

ENGINEERING NEWS-RECORD

YOURS FOR THE ASKING, THE MOST COMPLETE FACTS ON YOUR BUILDING AND CONSTRUCTION MARKET, AND THE MAGAZINES SERVING IT. ASK AN EN-R REPRESENTATIVE, OR WRITE: MARKETING DEPARTMENT, EN-R.

A McGRAW-HILL PUBLICATION
330 WEST 42ND STREET
N.Y. 36, N.Y.

SCORE TWICE WITH ONE PITCH!

sells
DISTRIBUTORS
AND
RETAILERS
sells
SIOUXLAND
CONSUMERS
Sioux City Journal
BEST RETURN FOR ADVERTISER'S DOLLAR!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — JANN & KELLEY INC.

Blair Names Hutchinson: Moves Atlanta Office

Wallace Hutchinson, formerly western sales manager of Independent Television Corp., has been named an account executive on the San Francisco sales staff of the Blair Television Co., station representative. John Blair & Cos., radio station representative, has moved its Atlanta office to 1375 Peachtree St.

Graham Heads Salmon Group

Robert E. Graham, vp and sales manager of Pacific American Fisheries, Bellingham, has been named chairman of the Canned Salmon Institute, Seattle. He succeeds Leo Kreielsheimer, president of Kadiak Fisheries, Seattle.

Kelly-Smith Boosts Lally

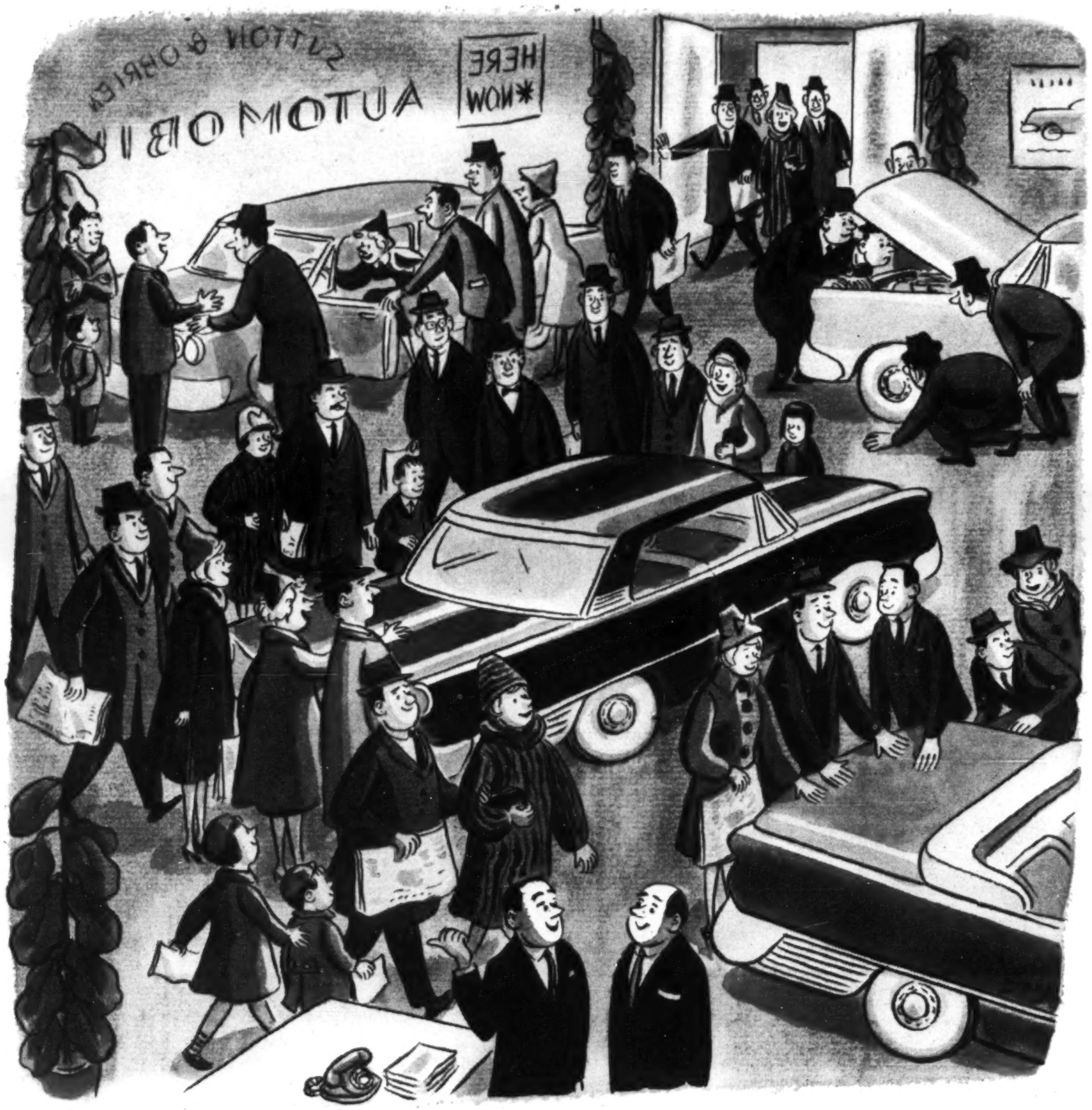
Kelly-Smith, Boston, newspaper representative, has appointed John Lally manager of its Boston office, succeeding J. W. Cummings, who has retired. Mr. Lally joined the company four years ago.

IMPORTED FROM ENGLAND
BEEFEATER
DISTILLED LONDON DRY GIN
BEEFEATER
BEEFEATER

DOUBLE THE MARTINI MAN'S HOLIDAY PLEASURE
Give the new Beefeater Gin double gift carton containing two fifth bottles of Imported Beefeater Gin

IN COLOR—*Beefeater gin, imported by Kobrand Corp., New York, has broken into color in newspapers for the first time during November and December in New York, Boston, Los Angeles and San Francisco. Hicks & Greist, New York, is the agency.*

INSIDE SOLID CINCINNATI:



"And the nice thing is . . . these Cincinnati Enquirer families each have $600 a year more to spend than the average Cincinnati family!"

. . . . SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Return Postage Cost Voids 'Free' Offer's Free Nature: FTC

WASHINGTON, Dec. 6—A Federal Trade Commission complaint contended last week that a "free" offer isn't "free," if the recipient has to pay return postage for part of the offer sent to him "on approval."

FTC embodied the warning in a complaint against Nutri-Health, a Baltimore vitamin company. The commission charged that the company used a deceptive offer of free merchandise to promote the sale of its vitamin preparation.

The company advertised that it was sending "absolutely free" $5 worth of vitamins, FTC said. With the free supply, the radio ad said, the company also was sending "an extra month's supply on approval."

"If you're not delighted, simply return the extra supply and you owe nothing . . . The first bottle is yours to keep, regardless," the ad stated.

■ FTC's complaint charged that $5 is not a low or introductory price for one bottle of the vitamins, but is the usual and customary price for two bottles.

Consequently, the complaint said, those persons who elect to keep the second bottle and pay $5 do not obtain the first bottle free, because its price is included in the $5.

Furthermore, the complaint asserted, there is nothing "absolutely free" about the first bottle, since the recipients have to pay the return postage for the vitamins sent "on approval." #

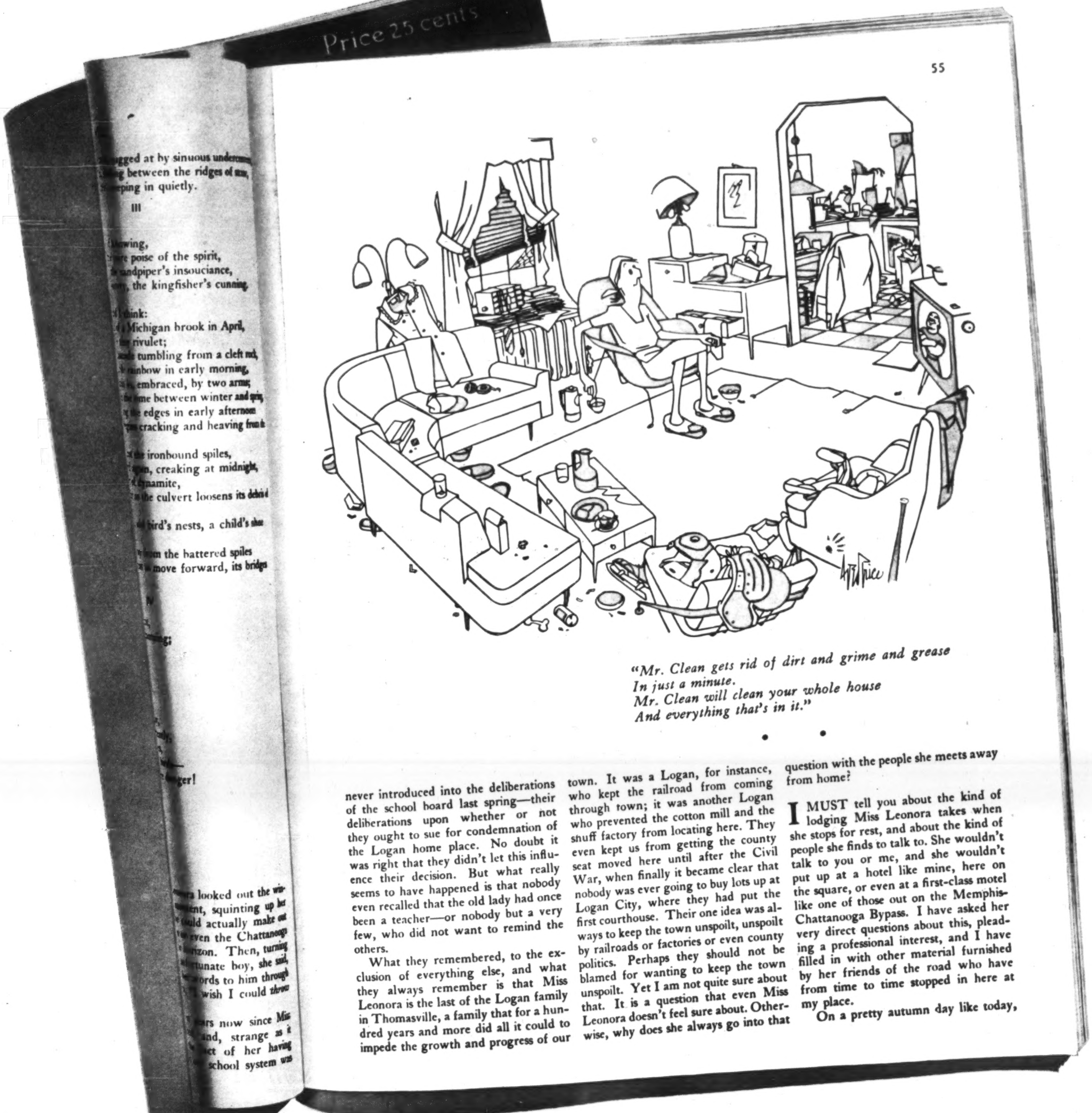
Bess Myerson Joins Schrank as Sales Promotion Director

Bess Myerson, tv personality and former Miss America, has joined M. C. Schrank Co., New York, pajama manufacturer, as director of sales promotion, a new post. Miss Myerson's new responsibilities will not interfere with her tv activities which include appearing as a panelist on "I've Got a Secret," as the saleswoman in the Ajax commercials, and as a guest on various shows. At Schrank, she will participate in fashion promotions in stores and in sales and promotional meetings for Schrank and its associate company, Blue Swan Mills.

John Durvett, formerly sales manager at Evelyn Pearson Inc., has been named sales manager of Blue Swan Mills.

Miller Joins WNEW

David L. Miller Jr., formerly sales manager of WHK, Cleveland, has been named to the new post of midwestern sales representative of WNEW, New York. He will make his headquarters in the Chicago office of Metropolitan Broadcasting Co., owner of WNEW.



Price 25 cents

ugged at by sinuous underc
between the ridges of
ping in quietly.

III

wing,
poise of the spirit,
sandpiper's insouciance,
the kingfisher's cunning

think:
Michigan brook in April,
rivulet;
tumbling from a cleft
rainbow in early morning,
embraced, by two arms;
me between winter and
edges in early afternoon
cracking and heaving from

ironbound spiles,
, creaking at midnight,
dynamite,
the culvert loosens its debris

bird's nests, a child's shoe

the battered spiles
move forward, its bridge

ger!

looked out the
ent, squinting up her
could actually make out
even the Chattanooga
horizon. Then, turning
unate boy, she said,
words to him through
wish I could throw

ears now since Miss
and, strange as it
ct of her having
school system was

55

"Mr. Clean gets rid of dirt and grime and grease
In just a minute.
Mr. Clean will clean your whole house
And everything that's in it."

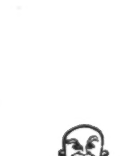
• •

never introduced into the deliberations of the school board last spring—their deliberations upon whether or not they ought to sue for condemnation of the Logan home place. No doubt it was right that they didn't let this influence their decision. But what really seems to have happened is that nobody even recalled that the old lady had once been a teacher—or nobody but a very few, who did not want to remind the others.

What they remembered, to the exclusion of everything else, and what they always remember is that Miss Leonora is the last of the Logan family in Thomasville, a family that for a hundred years and more did all it could to impede the growth and progress of our town. It was a Logan, for instance, who kept the railroad from coming through town; it was another Logan who prevented the cotton mill and the snuff factory from locating here. They even kept us from getting the county seat moved here until after the Civil War, when finally it became clear that nobody was ever going to buy lots up at Logan City, where they had put the first courthouse. Their one idea was always to keep the town unspoilt, unspoilt by railroads or factories or even county politics. Perhaps they should not be blamed for wanting to keep the town unspoilt. Yet I am not quite sure about that. It is a question that even Miss Leonora doesn't feel sure about. Otherwise, why does she always go into that question with the people she meets away from home?

I MUST tell you about the kind of lodging Miss Leonora takes when she stops for rest, and about the kind of people she finds to talk to. She wouldn't talk to you or me, and she wouldn't put up at a hotel like mine, here on the square, or even at a first-class motel like one of those out on the Memphis-Chattanooga Bypass. I have asked her very direct questions about this, pleading a professional interest, and I have filled in with other material furnished by her friends of the road who have from time to time stopped in here at my place.

On a pretty autumn day like today,



Did you notice Mr. Clean *(himself)* made The New Yorker?

In his brief but spectacular career, Mr. Clean has made countless guest appearances on TV, been sung to in night clubs, entertained football crowds between halves, inspired cartoonists. Americans have taken him into their lives, their homes, their hearts, even their humor. This seldom happens to an advertising character, and it's never an accident. When it happens, it means that an advertising plan has been perfectly attuned to its audience.

T·L

TATHAM-LAIRD, INC.
CHICAGO • NEW YORK • HOLLYWOOD

TATHAM-LAIRD CLIENTS: *Abbott Laboratories • Bauer & Black • Boyle-Midway, Inc. • Butter-Nut Foods Co. • Clark Oil & Refining Corporation • Cooper's, Inc. • The Formfit Company • General Mills, Inc. • Libby, McNeill & Libby • The Mennen Company • Ovaltine Food Products • The Procter & Gamble Company • Serta Associates, Inc. • Whitehall Laboratories*

HOW WOULD YOU LIKE

47,000

NEW CUSTOMERS

EVERY DAY OF THE WEEK?

Average net paid circulation of the evening Journal-American increased 47,000 for the 6 months ended September 30, 1960!

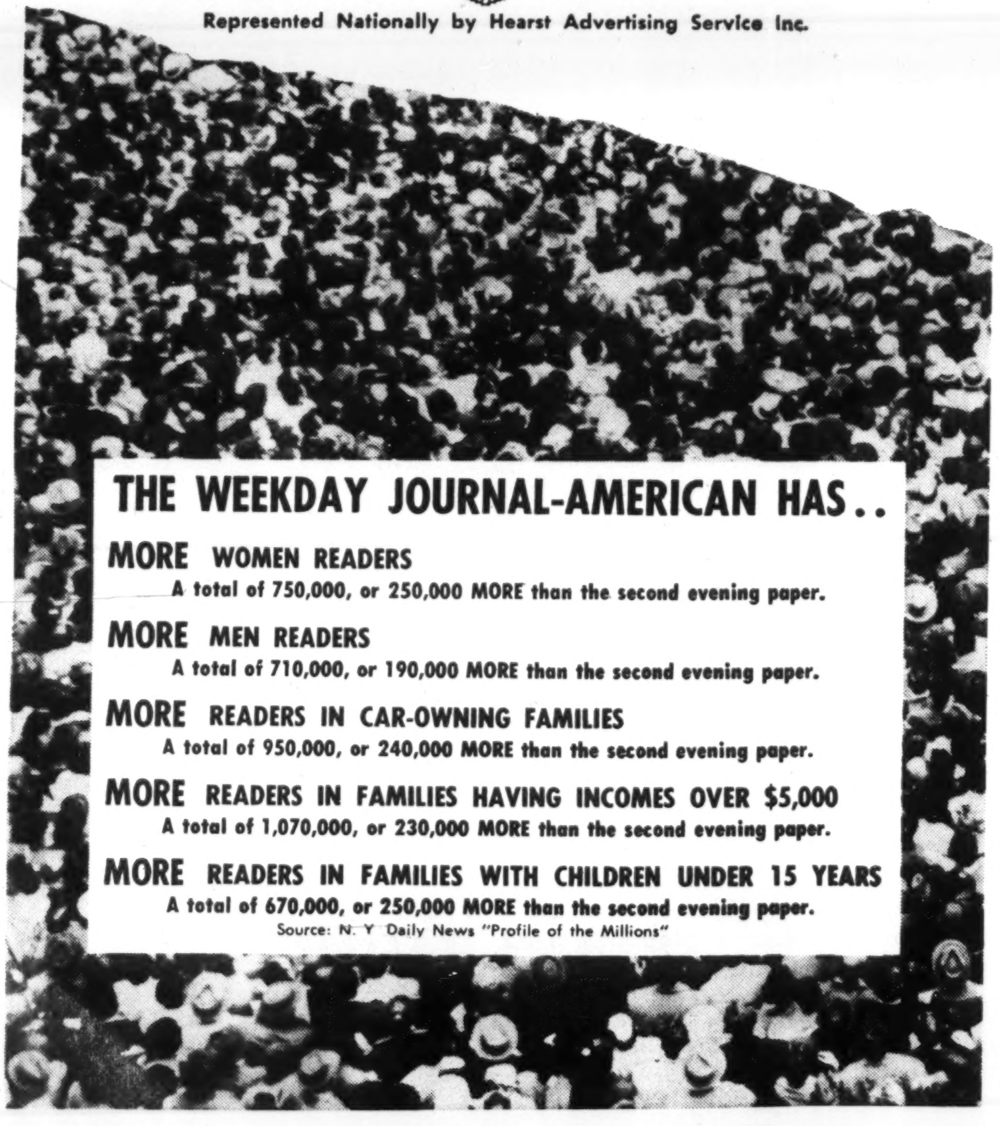
Plus. . . 33,000 new families on Sunday.

The Journal-American's weekday figure now tops 618,000. On Sunday it's over the 812,000 mark.

This probably is the greatest circulation progress story of any newspaper in the United States.

You will want to consider these vital Journal-American numbers to get the most for your advertising dollar.

NEW YORK
Journal American
Represented Nationally by Hearst Advertising Service Inc.



THE WEEKDAY JOURNAL-AMERICAN HAS..

MORE WOMEN READERS
A total of 750,000, or 250,000 MORE than the second evening paper.

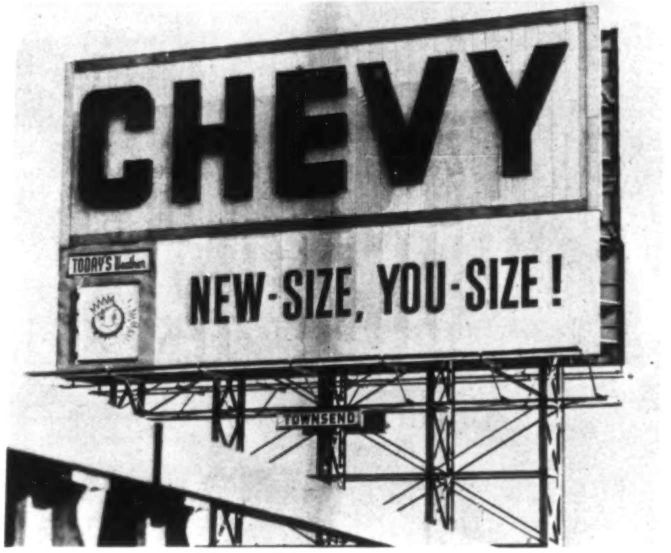
MORE MEN READERS
A total of 710,000, or 190,000 MORE than the second evening paper.

MORE READERS IN CAR-OWNING FAMILIES
A total of 950,000, or 240,000 MORE than the second evening paper.

MORE READERS IN FAMILIES HAVING INCOMES OVER $5,000
A total of 1,070,000, or 230,000 MORE than the second evening paper.

MORE READERS IN FAMILIES WITH CHILDREN UNDER 15 YEARS
A total of 670,000, or 250,000 MORE than the second evening paper.

Source: N. Y Daily News "Profile of the Millions"



WEATHER REPORT—*This 70,000 lb., 80′ high sign with built-in weather forecaster has been erected over Edsel Ford Expressway in Detroit by Townsend Sign Co. for Chevrolet.*

Publisher Agrees to Drop Claims for 'Folk Medicine'

WASHINGTON, Dec. 6—Holt, Rinehart & Winston, New York, publisher of "Folk Medicine," has agreed to a Federal Trade Commission order forbidding it from claiming that the dietary pattern recommended in the book cures "nagging" ills and chronic ailments or diseases which defy conventional diagnosis and treatment.

The publisher was charged in a complaint filed last July with falsely advertising that the regimen in the book, which was written by Dr. D. C. Jarvis, is an effective treatment for a long list of conditions, such as the common cold, high blood pressure, headaches and kidney trouble.

▪ Also untrue, the complaint alleged, were the company's claims that the regimen prevents or cures sickness, maintains good health, prolongs the life-span, gives vigor to young and old, is a guide to good health and has been scientifically tested.

The publisher's agreement to halt these claims is for settlement purposes only and does not constitute an admission that it has violated the law. #

'True' Adds Discount

True has added a frequency discount for regional advertisers. Under the new arrangement, effective with its January issue, the magazine will allow a 5% discount for regional advertisers using the equivalent of 12 pages or more within a 12-month period. Previously, *True* allowed the discount only to advertisers placing the 12 pages in the national edition.

Holtzman-Kain Adds One

Fred Wahl, formerly art director of Aubrey, Finlay, Marley & Hodgson, has been named an art director of Holtzman-Kain Advertising, Chicago. Holtzman-Kain has been named to handle advertising for Chicago Metallic Mfg. Co. and its divisions.

ABC Radio Names Jack Mann

Jack H. Mann, national director of sales development and program coordination of ABC Radio, New York, has been given the additional title of national director of research, advertising and promotion.

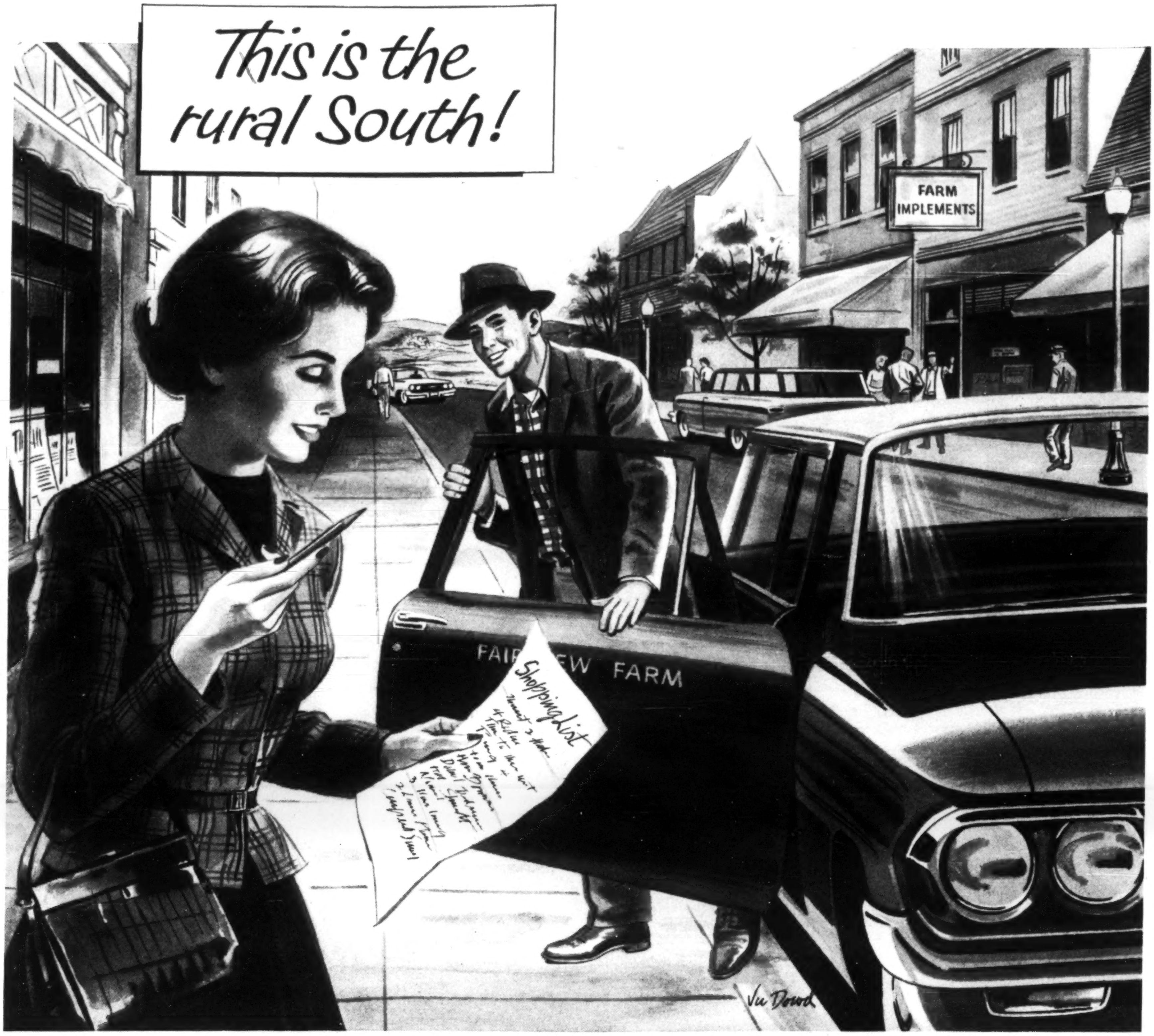
Ideas

that sell at the point of sale

CHICAGO SHOW
PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities

√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.

☐ Permanent-type Displays—wood, glass, plastic, metal ☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall® ☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services ☐ Complete creative point-of-sale facilities from ideas to sales.



BIG RETAIL CUSTOMER

Southern farmers are prosperous and therefore ready customers for the many hundreds of goods and services that are part of modern family living. Retail sales in Southern "C & D" counties* are $24½ BILLION per year...46% of the total for the entire South. In fact, the "C & D" South leads all other U.S. "C & D" regions in retail sales. These figures do not include the growing retail business that Southern rural families bring to big stores in the "A & B" counties.

A big reason why this rural market is so rich is its great depth and breadth. The "C & D" South is truly a *mass* market—with 7,797,300 families. And the average family unit there is bigger than the U.S. average! Is it any wonder that shopping lists are longer in the rural South?

To contact the most farm families in the South, use The Progressive Farmer. No other single magazine—farm or consumer—can match it for *reach.* Even Life, Look and The Saturday Evening Post combined *miss 84% of The Progressive Farmer readers!* Don't you miss out—buy The Progressive Farmer.

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

---

*Nielsen "C & D" counties are counties with less than 100,000 population. "A & B" counties have more than 100,000 population.

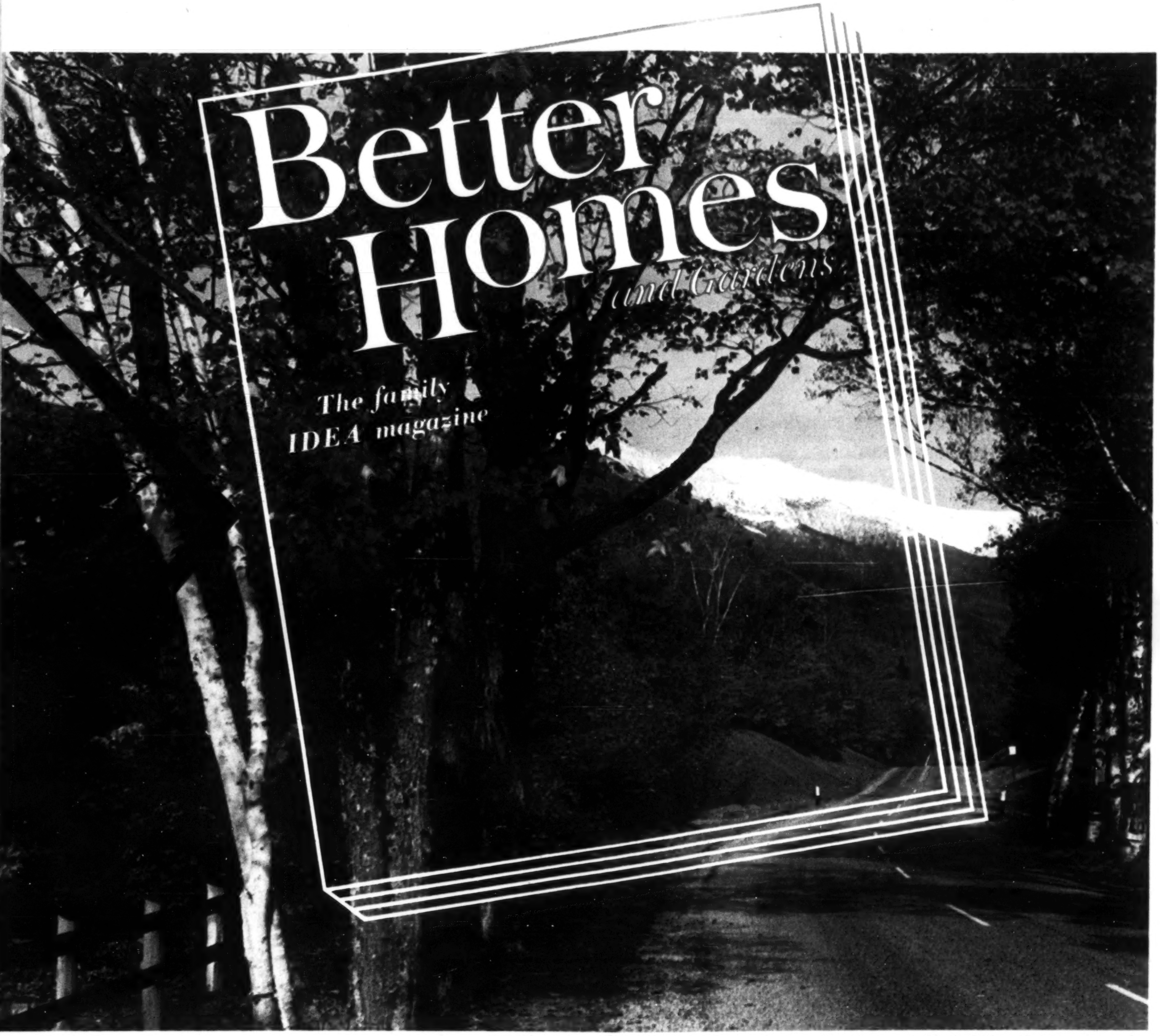
Where America shops for

...The

Better Homes and Gardens...

NOW 5 EDITIONS AND OVER **5,000,000 COPIES** EVERY MONTH

ideas that make SALES
family IDEA magazine



Every issue of BH&G is as idea-packed as all outdoors—the kind of ideas that turn into sales

Better Homes and Gardens' world of ideas is a wonderfully various world. In every issue there are ideas about travel, food, furnishings, building—ideas *always* that orbit around the subject that's closest to most Americans . . . their homes and their families.

Month after month, almost sixteen million men and women look to the family idea magazine for ideas about how to live better. During the year, a third of America—the family-centered, top-spending third—turns to BH&G for ideas about what to do and what to buy for happier family life, at home or away from home.

Whether you sell auto accessories or zippers, you'd have a hard time finding a more productive atmosphere for presenting your sales story. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

Think **BIG** when you think of **PHOENIX**

Official Phoenix population now 439,170 . . . **up 400%** since 1950. This ranks Phoenix as the 29th city in size in the U.S. Greater Phoenix metropolitan population now 663,510. Retail sales have **increased 156%** in 10 years to $1,000,840,168. You can penetrate this **billion dollar market** with the **one low-cost medium** that provides the daily metropolitan coverage of **91.6%** plus a **63%** bonus statewide coverage.

The Arizona REPUBLIC The Phoenix Gazette
Morning and Evening Combination

Chas. E. Treat, National Advertising Manager, Box 1950, Phoenix, Arizona • Phone ALpine 8-8811 • Represented Nationally By Kelly-Smith Co.

Artists Should Have Broader Education in Ad Field: Rubin

NEW YORK, Dec. 6—Art directors rarely contribute the full measure of their talents as admen. If art directors faced up to their role as salesmen—not artists—they would deepen their participation in the advertising complex.

That's the admonition of Mel Rubin, chairman of the board of Shaller-Rubin Co., speaking before the Artists Guild of New York.

Mr. Rubin told the group that there is "little doubt that the artist is regarded as an oddball member of the marketing team. Too often he does not even participate in marketing and strategy meetings."

■ Mr. Rubin asserted that this is true because advertising artists, despite their art-school backgrounds, are "by and large badly trained. Your training should include writing, marketing, media, management and the like. You artists have been courting a muse only to discover that you are having an unhappy affair with business.

"It is my experience that the advertising artist maintains an image of himself as an artist first—as an advertising man after. I say that an art director should steep himself in the client's marketing plans before he puts copy to layout. The art director should digest the myriad of marketing facts—be able to read, understand and evaluate the intricacies of a marketing plan and a media plan."

And then Mr. Rubin made a recommendation that could incite some intra-agency warfare: "The art director should certainly not routinely buy the copy handed in for layout. He should, after thinking the whole problem through, evaluate the copy and improve on it if it is inadequate." #

Romance Housewives Who Buy Bakery Goods, Findlow Says

BOSTON, Dec. 6—The ladies get the last word not only in domestic arguments, but in sales—and it's up to the business man to make that last word "yes," according to Nan Findlow, vp of J. Walter Thompson Co.

Speaking before the New England Bakers Assn., Miss Findlow urged the bakers to "romance your customer a little—she's a woman . . . she'll respond. Don't just offer her that same old loaf of bread. She makes 100,000,000 sandwiches a day—she's apt to get just a little tired of it. And equally apt to say 'yes' to the baker who comes along with a little something different, a little 'news'—a little change in her deadly dull routine."

Miss Findlow suggested that the bakers set aside Tuesday, a low-volume day at most retail stores, and re-christen it "Newsday."

■ "Make it a point every Tuesday of offering something new—and each week repeat some of the previous items that showed a little vitality. Sometimes you merely repackage an old item, like a bag of 'half and half'—half hard rolls, half soft. Or set aside a certain day for a special product. Make a loaf of bread in a new shape—maybe like a jumbo pretzel or horseshoe or a daisy."

Miss Findlow also maintained that "women can tell you a lot about your product—if you're willing to listen. But listening with your ears is not enough. You have to listen with your eyes, with your imagination to understand what a woman is telling you."

To do this, many companies and agencies "are relying more and more on women to appeal to women," she said, pointing out that JWT has "listened" to women for a long time, and today "has 60 women executives in 29 different key spots." #

Tidewater Shifts Three

Robert G. Reed III, eastern division marketing manager of Tidewater Oil Co. since 1958, has been named assistant division general manager, succeeding I. E. Chapman, who was transferred to Tidewater's western division in Los Angeles. Succeeding Mr. Reed is Donald Y. McCoy, formerly retail sales manager of the eastern division.

Greene Opens Offices

Donald J. Greene has opened his own advertising and promotion services, with offices at 56 Eastern Dr., Ardsley, N. Y. Mr. Greene was formerly an account executive of Donahue & Coe, New York.

You're in
. . . in Indiana
with the STAR
and the NEWS

In the stores and homes of Central Indiana's $4 billion, 45 county market, the majority of Hoosier "Santas" read The Star and The News.

This persuasive sales team guides daily buying for most of this area's 684,000 families. It can give your product or service a quick introduction and continued acceptance—give you faster sales action for your advertising dollars.

The Indianapolis Star
Morning & Sunday
The Indianapolis News
Evening

KELLY-SMITH COMPANY NATIONAL REPRESENTATIVES

Effective with the issue of July 18, 1961, the circulation guarantee of Look Magazine will be

6,500,000

Since World War II, Look circulation has more than tripled, climbing from 2,000,000 in 1945 to 6,200,000 in the first half of 1960. This is the biggest post-war circulation gain registered by any major magazine in America.

During the post-war period, Look was the **only** major magazine to register a circulation increase **every** year, year after year, without exception. And the growth pattern continues, as these recent Look circulation figures indicate:

Second Half, 1959	**5,881,787**
First Quarter, 1960	**6,131,072**
First Half, 1960	**6,199,589**
Third Quarter, 1960	**6,292,209**
Fourth Quarter, 1960 (1st 4 issues)	**6,353,000**
Latest Issue (Nov. 22, 1960)	**6,505,000**

In the first half of 1961, Look circulation will average more than 6,500,000—against a current guarantee of 6,000,000 and a February 1961 guarantee of 6,300,000.

Behind this unmatched, uninterrupted growth in circulation is the profound effect on readers of the Look approach—an editorial concept that accents human values... evokes human response ... by telling the exciting story of people.

More and more advertisers, too, are responding to the vitality that is Look. The year 1960 will be Look's biggest in advertising revenue, with a $59,000,000 volume resulting from the greatest year-to-year increase in the history of Look ($11,325,000). And Look, in 1960, will have by far the biggest ad **page** gain (157) in its field.

In circulation, in editorial impact and influence, in advertising volume, Look is America's most vital magazine. You put this cogent force to work for you when you put Look on your advertising schedule for 1961.

LOOK

SUCCESS IS A JOURNEY—NOT A DESTINATION

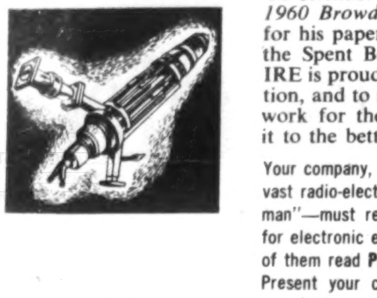
Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for advancements in radio-electronics

To scientist J. W. Gewartowski, not yet 30, goes the *1960 Browder J. Thompson Memorial Prize Award* for his paper, "Velocity and Current Distributions in the Spent Beam of the Backward-Wave Oscillator." IRE is proud to honor him for this technical contribution, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!



J. Gewartowski

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 74 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

KOIN-TV's dominant position in the Portland, Oregon market and 32 surrounding counties results from years of program service to our audience... a diversified audience, age and interest-wise, who consistently like what they see and hear on KOIN-TV. We invite you to check the latest Nielsen for proof.*

KOIN-TV PERSUADES PEOPLE IN PORTLAND!

* Highest ratings and widest coverage... 7 of every 10 homes in Portland and 32 surrounding counties.

KOIN-TV • Channel 6, Portland, Oregon
One of America's Great Influence Stations
Represented Nationally by CBS-TV Spot Sales

Getting Personal

Don West, president of Donahue & Coe, is "coming along fine" after suffering a heart attack in mid-November . . .

Bernard Ganis, advertising space salesman for *American Home*, has signed with Interscience Publishers to co-author a chapter on advertising and sales promotion in the chemical industry for a book, "Business Facts for Chemists & Chemical Engineers," to be published next spring. In another after-hours activity, Mr. Ganis is a guest lecturer at Brooklyn College. His subject: "The Importance of Magazines in National Economics" . . .

It's time for the silver anniversary All-America awards at *Sports Illustrated* again. Among the nominees this year are **Dave Smukler,** sales manager of General Tire & Rubber Co., Akron, and **Frank C. Jacobi,** president of the Chicago agency bearing his name and of the Carnahan-Hanson Co., advertising illustration studio. The awards are based on "distinguished living" during the 25 years since the men were college football stars. Nominations are made by the alma maters . . .

Hy Hoffman, advertising and promotion supervisor of the industrial products division at Kimberly-Clark, has been named to the dual post of president of the International Design Conference in Aspen and chairman of the 1961 conference, to be held in Aspen June 18-24 . . .

Carlson Brubaker Taylor Maneloveg Bliss

CROWNING—*Betty Taylor, receptionist at Batten, Barton, Durstine & Osborn, New York, since 1942, is crowned "receptionist of the year" by the Assn. of Publishers' Representatives. John Brubaker, president of the association, and Herbert Maneloveg, vp and media director of the agency, co-crown the winner while Sigrid Carlson, assistant office manager, and Philip J. Bliss, office manager, serve as attendants.*

Last week Getting Personal reported the arrival of a fifth child, third son, born Nov. 13 to parents who were incorrectly identified as the John Crowley Raidts. Actually the new parents are Mr. and Mrs. **William Thomas Raidt.** Father is a D'Arcy vp . . .

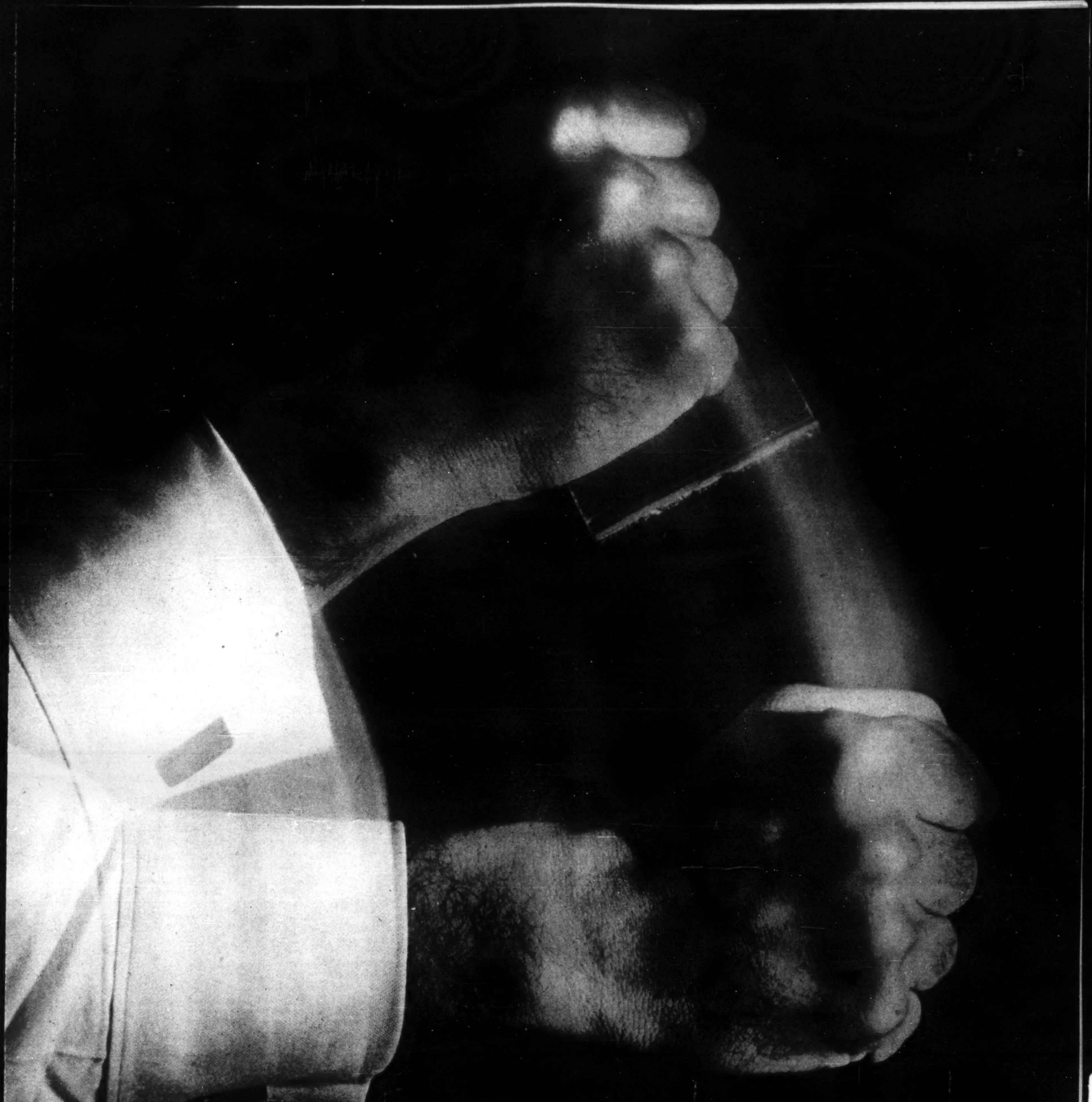
Gridiron Greats—The Chicago Bears honored their former stars at a dinner and at halftime ceremonies at the recent Bears-Packers tussle in Chicago. In the alltime-great halfback lineup were **Bob McLeod,** vp and ad director of Hearst Magazines, who went from Dartmouth University to the Bears in '39; **Jack Manders,** vp of Collins, Miller & Hutchings, Chicago photoengraver, who then was known as "Automatic Jack," great pro kicker from 1933 to 1940. He formerly played for the University of Minnesota and now is cheering on his nephew, Mark Manders, just named an All American from the University of Iowa. Another ex-Bear honored was **Dick Nesbitt,** sports director of KSTP-TV, Minneapolis, former Drake University star who joined pro ranks in 1930 . . .

On the connubial bliss front: Sally Ann Winkler and **Lawrence Berg** of Grey Advertising plan to be married Dec. 27 . . . Maria Cox and **Bernard J. Connor Jr.,** on the promotion and merchandising staff at Pepsi-Cola, will wed next spring . . . Louise Anne Veprovsky and **Harold Reebel,** in the ad department of Eastman Chemical Products, will marry in April . . . It will be a spring wedding also for Edith Boyer Hottel and **Charles Petty** of Ted Bates Co. . . . On Nov. 20 Marcia Anne McCormick was married to **John Scanlan** of Benton & Bowles . . . A Dec. 29 wedding is planned by Mrs. Katherine Ford Richards and **Thomas Stewart Brush,** vp of Brush-Moore Newspapers . . .

"Key Men of the Year" named by the fashion division of the Federation of Jewish Philanthropies of New York include **Samuel I. Newhouse,** newspaper and magazine publisher, and **David Sarnoff,** RCA board chairman . . .

Westinghouse Broadcasting Co. and its programming vp, **Richard M. Pack,** have been honored with an award from the National Assn. for Mental Health for "devoted service over the years to the cause of mental health" . . .

Agency personnel and their families are usually excluded from clients' contests, so BBDO recently ran one specifically for agency distaffers or wives. The contest involved baking a Betty Crocker Vevet Cream cake and then writing a letter telling about it. The winners: **Mrs. Ralph Miller,** wife of a San Francisco copywriter; **Jean East,** secretary in the Pittsburgh office; and **Mrs. Joel Goldfus,** wife of an account exec in San Francisco . . .



"Approval of product recommendation" is one of six basic buying actions which typically result from buyers' use of manufacturers' catalogs in Sweet's. Other reported buying actions are: called local office . . . recommended . . . specified . . . requisitioned . . . wrote for detailed facts. Over 26,000 buyers' responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's District Manager will gladly review the results of these studies with you. Call him or write to Sweet's Catalog Service, Div. of F. W. Dodge Corporation, 119 West 40th St., New York 18.

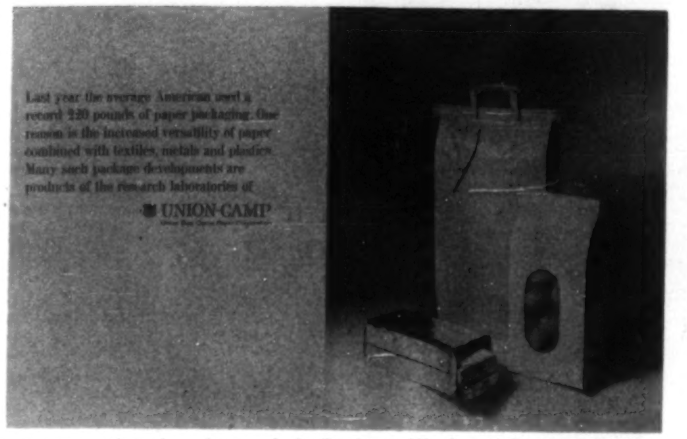
Your Ad Headquarters in Chicago
Executive House®
71 E. WACKER DRIVE
Chicago's new hotel within walking distance
of over 5 Billion Dollars in ad billing
PRIVATE MEETING & BANQUET FACILITIES
Visit Executive House Dining Room & Cocktail Lounge

U.S. Rubber to Open 10 Stores

U. S. Rubber Co. will open 10 company-owned tire centers in the San Francisco-Oakland area in 1961. The company predicted that $61,000,000 worth of tires, batteries and accessories will be sold in the San Francisco-Oakland area next year, which would make it the sixth largest area in the U. S. for sales in this product category.

Rahr Names Creative Group

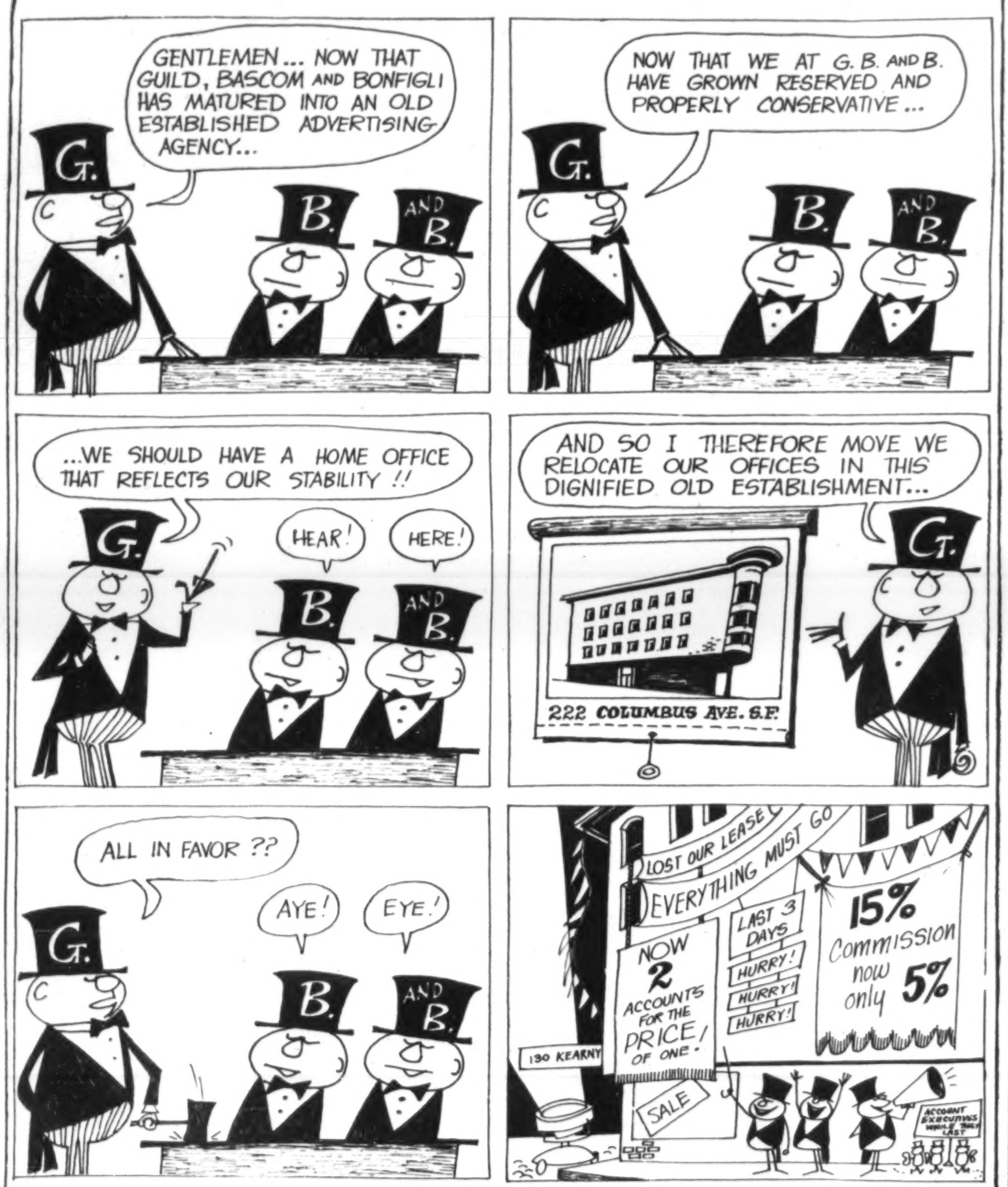
Rahr-Green Bay Brewing Corp., Green Bay, Wis., has named Creative Group, Appleton, its agency. The Rahr brand is sold throughout a four-state region in the Midwest, chiefly in Wisconsin. The brewer formerly was a direct advertiser.


Last year the average American used a record 220 pounds of paper packaging. One reason is the increased versatility of paper combined with textiles, metals and plastics. Many such package developments are products of the research laboratories of

UNION-CAMP

BIG FACTS—*A series of spreads in Business Week and Fortune for Union Bag-Camp Paper Corp., New York, feature short messages about the company and the industry on the left, and a color picture on the right. Smith, Hagel & Knudsen, New York, is the agency.*

BRAND NEW IMAGE
(at Guild, Bascom and Bonfigli Inc.
222 COLUMBUS AVE. ~~130 Kearny St.~~ San Francisco...
plus Los Angeles - New York & Seattle)


GENTLEMEN... NOW THAT GUILD, BASCOM AND BONFIGLI HAS MATURED INTO AN OLD ESTABLISHED ADVERTISING AGENCY...
G.
B.
AND B.
NOW THAT WE AT G. B. AND B. HAVE GROWN RESERVED AND PROPERLY CONSERVATIVE...
...WE SHOULD HAVE A HOME OFFICE THAT REFLECTS OUR STABILITY !!
HEAR!
HERE!
AND SO I THEREFORE MOVE WE RELOCATE OUR OFFICES IN THIS DIGNIFIED OLD ESTABLISHMENT...
222 COLUMBUS AVE. S.F.
ALL IN FAVOR ??
AYE!
EYE!
LOST OUR LEASE
EVERYTHING MUST GO
NOW 2 ACCOUNTS FOR THE PRICE! OF ONE.
LAST 3 DAYS
HURRY!
HURRY!
HURRY!
15% Commission now only 5%
130 KEARNY
SALE
ACCOUNT EXECUTIVES WHILE THEY LAST

MOVING WITH G. B. AND B. (THANK GOODNESS) ARE ACCOUNTS SUCH AS SKIPPY PEANUT BUTTER, RICE CHEX, WHEAT CHEX, CORN CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM AND BACON, HARRY AND DAVID'S FRUIT-OF-THE-MONTH, MARY ELLEN'S JAMS AND JELLIES, MOTHER'S COOKIES, SWEET*10 SWEETENER, PERFEX CLEANER, SHINA DISH DETERGENT, DEXOL BLEACH, SPRING RAIN WATER SOFTENER, PACIFIC TELEPHONE NORTHWEST, HEIDELBERG AND CARLING BLACK LABEL BEER, ELDON/UNGAR/KNICKERBOCKER TOYS, MUTUAL OF OMAHA INSURANCE AND REMINGTON RAND SYSTEMS.

Guild Bascom and Bonfigli advertising

'60 Auto Sales to Hit 6,700,000, U.S. Chamber Told

Compacts Mix Market, Herzog Says; Such Tells How Steel Fights Rivals

WASHINGTON, Dec. 6—Whether the 10 so-called compact cars offered to buyers in 1961 should be classified in this category "has the industry in a quandary and certainly has created confusion in the marketplace," an official of the National Automobile Dealers Assn. admitted to the U. S. Chamber of Commerce last week.

"Until this is resolved in the mind of the prospective buyer it unquestionably tends to prolong the time required to make the decision to buy," Paul E. Herzog, research director of NADA, told the Conference on the Business Outlook for 1961 sponsored by the chamber.

Mr. Herzog said another problem is the "precedent-shattering" inventory of new cars in dealers' showrooms. Current estimates place inventories at 971,000 units, with about 137,000 of these 1960 carry-overs, he stated.

■ Mr. Herzog said that even though 1960 sales will be off from the "optimistic" 7,000,000-car prediction made a year ago, this year will still be the second best year in the industry's history—with sales in the neighborhood of 6,700,000 units.

Admitting that the present economic decline will cut into car sales in 1961 until around mid-year, Mr. Herzog predicted that sales will decline from this year's 6,700,000 to 6,500,000 in 1961. He forecast that 35% of the sales of domestic units will come from compacts. Imports will continue to decline, he said, to around 375,000-400,000 units from an estimated 500,000 in 1960. "This would mean that conventional domestics would account for about 4,000,000 units," he stated.

■ Irwin H. Such, editor of *Steel*, said the steel industry is combatting the influx of aluminum cans used to package frozen orange juice concentrate with new, superthin and lower-price tin plate for cans. He added that a new, low-carbon enameling steel for home appliances will help cut costs for fabricating plants.

The panel, moderated by Arthur (Red) Motley, president of the chamber and publisher of *Parade*, expressed mixed emotions over the shape of business in 1961. Dr. Emerson P. Schmidt, director of the economic research department of the chamber, said the general outlook "points downward for the period ahead—not deeply nor for long—but still down."

He predicted that from late 1960 to mid-1961 gross national product will decline by 1% or 2%. Personal income and disposable income will decline even less, he said. "Unemployment is likely to average higher than in 1960, and be troublesome," he warned.

■ On the other hand, Harold L. Cheadle, deputy manager and director of economics and research, American Bankers Assn., New York, predicted that "record automobile sales in October, the continuing rise in personal income and present high levels of individual savings suggest that consumers may now be able and willing to increase purchases of durable goods."

Here's how other experts looked at 1961:

• Construction—Miles Colean, Washington consultant, predicted a "moderate rise" in 1961, both for private and government construction.

• Steel—Mr. Such said the industry is having its sixth best year "and in all likelihood will have an equally good, or better year in 1961." #

Spot Time to Represent Twenty Radio Stations

Spot Time Sales, New York, radio station representative, has been named to represent 20 stations. They include the Green Valley Group, comprised of WINC, Winchester; WSIG, Mt. Jackson; WFVA, Fredricksburg, all Va.; WHYL, Carlisle, and WAYZ, Waynesboro, Pa.; and WELD, Fisher, W. Va. The Green Valley stations were formerly handled by Forjoe & Co.

Spot Time's other additions and their former representatives are: WSPN (Devney-O'Connell), Saratoga Springs, and WPAC (Thomas F. Clark Co.), Patchogue, N. Y.; WFRL (Headley-Reed Co.), Freeport, Ill.; KCCR (Gene Bolles Co.), Pierre, S. D.; KCOG (Gene Bolles Co.), Centerville, Ia.; KGEN (Grant Webb & Co.), Tulare, and KUTY (Continental Radio Sales), Lancaster, Cal. Spot Time will represent KMAP, Bakersfield, Cal., in the East and Midwest, while Adam Young Inc. will handle the station on the West Coast. The following stations which had no previous representative also have named Spot Time: WOTI, Corry, and WKRZ, Oil City, Pa.; WMOD, Moundsville, W. Va.; WSEN, Baldwinsville, N.Y.; WALM, Albion, Mich.; and WSFR, Sanford, Fla.

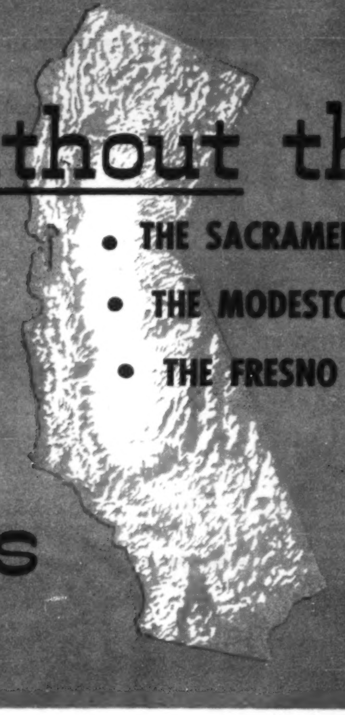
Kessler-Hunter Names Salen

Kirt M. Salen Jr., formerly an assistant sales promotion manager of National Distillers Corp., New York, has been named sales promotion production manager of Kessler-Hunter Distillers Co., New York. He succeeds Charles Farrell, who has left the company.

Something Missing

COSTUME RENTAL
NORTH POLE

. . . like California without the Billion-Dollar Valley of the Bees



- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

- **Actually, total effective buying income of more than $3½ billion**
- **Twenty-seven prosperous Counties with greater drug and apparel sales than each of 24 states**

Look inland for tremendous extra sales when you advertise in California. Come over the mountains . . . back from the Coast. Our great Valley is a separate market with its own local area newspapers. Here people read the three Bees for local buying ideas — The Sacramento, Fresno and Modesto Bees. You'll like the action here.

Data Source: Sales Management's 1960 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

Three types of discounts: McClatchy gives national advertisers discounts on bulk . . . frequency . . . or combined bulk-frequency. Check O'Mara & Ormsbee for details.

WIBG
WIBGLAND PHILADELPHIA
RADIO 99
Another Great STORER Station

WIBG
INFLUENTIAL IN PHILADELPHIA

Leader in Quantity, Quality and Business Establishments Audience. Leader in news and new ideas in Community Service. Latest* Pulse and Hooper total rated time periods:

*Pulse 8-county area, Aug., 1960; Hooper R.A.I., July-Aug., 1960; Hooper Bus. Estab., March, 1960.

Represented by the KATZ Agency, Inc.

Gifts to Continue, Survey of Distributors Shows

Last year's payola investigations have not influenced industrial distributors' Christmas gift giving plans and many will continue their past practices, a survey by *Industrial Distributor News* shows.

However, there may be fewer customers accepting them. Many distributors reported receiving notices from some of their customers declining gifts in advance. Modest presents—in many cases valued at $1 or less—seem to be the choice of most distributors.

National Register Elects C. H. Brown President

Clark H. Brown has been elected president of National Register Publishing Co., New York, succeeding Ralph W. Ferrel, who died in August. Mr. Brown has been associated with "Standard Advertising Register" for more than 30 years and for the past 13 years has been general manager.

'Bulletin' to Publish Its Own Supplement in '61

PHILADELPHIA, Dec. 6—The *Philadelphia Bulletin* will publish a rotogravure Sunday magazine supplement late in 1961, ADVERTISING AGE has learned.

Reports that the *Bulletin* had been planning a Sunday magazine section of its own had been heard in advertising circles here for several years.

Walter Lister, executive editor of the *Bulletin,* confirmed also that he has hired Bernard A. Bergman, now editor of the *Jewish Exponent,* the country's largest weekly Anglo-Jewish paper, as editor of the new supplement.

The *Bulletin* has been contemplating this move for about 10 years, Mr. Lister stated. The decision to publish it was hastened by the *American Weekly's* announcement that it would not participate in any back-to-back plan by any of its newspapers. The *Sunday Bulletin* has been offering its readers both *The American Weekly* and *This Week Magazine.*

▪ While Mr. Lister would not state which of the supplements will be dropped when the *Bulletin* comes out with its magazine, it is believed that *The American Weekly* will be out.

Mr. Bergman, formerly managing editor of *The New Yorker* and later assistant managing editor in charge of features of the old *Philadelphia Record,* will take on his new duties around the first of the year. Before coming to the *Jewish Exponent,* he was editor of the *Philadelphia Daily News.* #

LeMieux Joins Golden Circle, Gorman Named at WINS

Charles P. LeMieux Jr., previously general sales manager of WINS, New York, has been named vp and director of sales of the Golden Circle Group. The Golden stations include WEOK, Poughkeepsie, N. Y.; WACE, Springfield, Mass.; and two new stations awaiting FCC approval, WKST-TV, Youngstown, O., and WKST, New Castle, Pa. Mr. LeMieux will become a stockholder in the company.

Succeeding Mr. LeMieux as general sales manager of WINS is Lee Gorman, formerly assistant to the president of Gotham Broadcasting Corp. Gotham owns WINS; KTVR, Denver; KTVW, Seattle; and Tarc Electronics.

Draznin Adds Account

Jules N. Draznin & Associates, Chicago, has been named advertising and pr counsel for Consumers Mart of America, Oak Lawn, Ill., membership department store, which has set a budget of $250,000 for newspaper, radio, tv and direct mail. Other CMA stores operate in Harwood Heights, Ill., and Anaheim, Cal. CMA officials include George Raft, Hollywood film performer, who is vp in charge of advertising and an active participant in the business.

Sutton Names Yonan

Sutton Publishing Co., White Plains, N. Y., has appointed George E. Yonan district manager of *Electronic Equipment Engineering* and *Industrial Electronics* in the Chicago area. Mr. Yonan was formerly regional advertising manager of *Missiles & Rockets* and *Armed Forces Management.*

Gottfred Joins Ruben Agency

Walter C. Gottfred has been named vp in charge of business development of Ruben Advertising Agency, Indianapolis. Prior to joining Ruben, Mr. Gottfred was advertising and sales promotion manager of Sterling Brewers, Evansville, Ind.

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

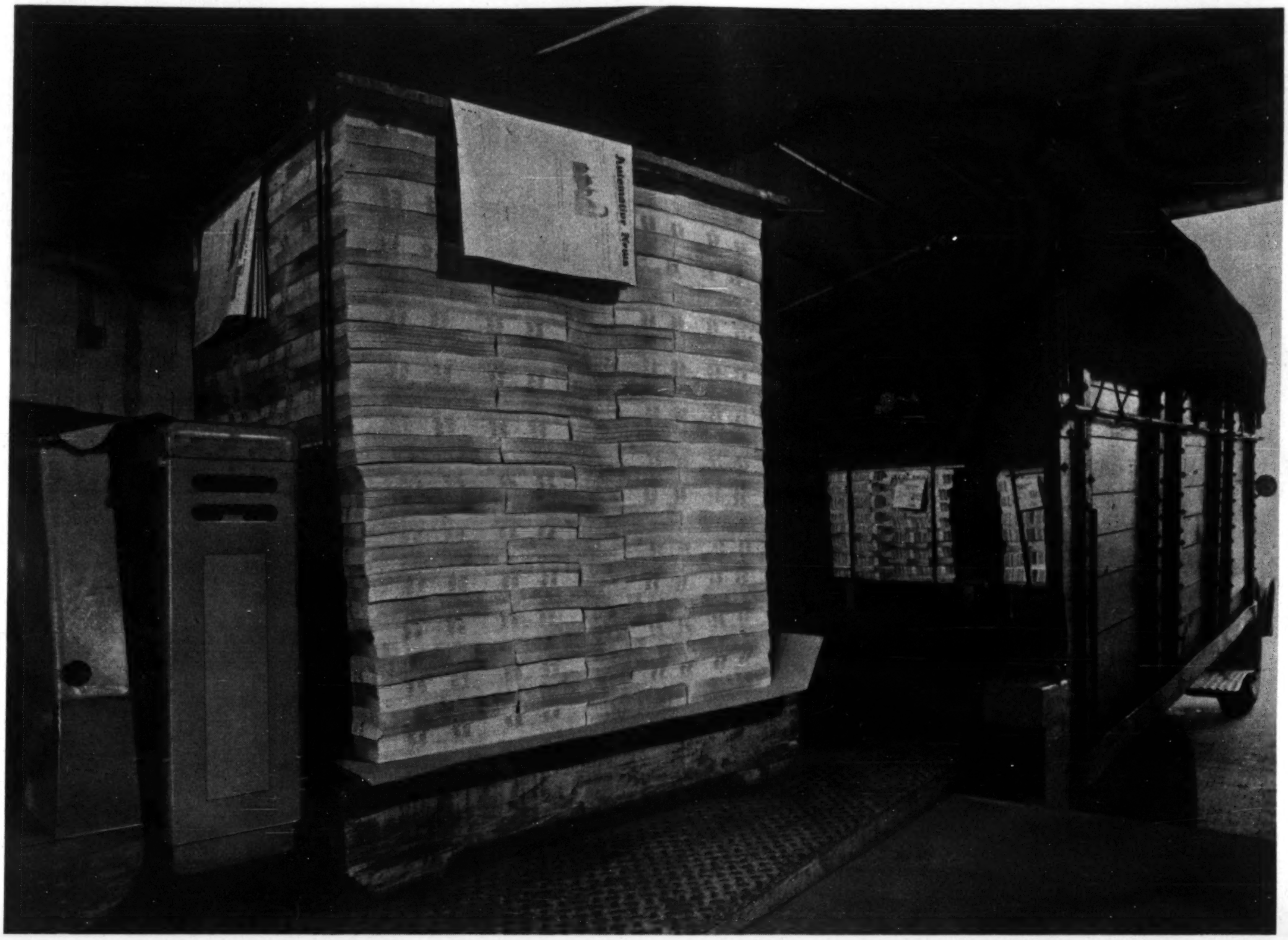
This fabulous pearl and gem necklace is the product of someone's unusual ability . . . creativity. Here in the Industrial Piedmont, greater sales are the product of the creativity of WFMY-TV. WFMY-TV is the one station in the area with proven ability to create greater sales and profits for you. To sell the nation's 44th market* (44 counties, 17 cities) . . . where 2.3 million customers have 3.2 billion dollars to spend . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book

SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

wfmy-tv
GREENSBORO, N. C.
"NOW IN OUR 12TH YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2
CBS



Heading West to the big NADA Show . . .

OVER 2,000 BONUS COPIES OF AUTOMOTIVE NEWS!

True . . . and your advertisement can take advantage of this added circulation when you appear in the 1961 AUTOMOTIVE NEWS NADA Show Issue. In addition, of course, you will also reach over 43,000 regular dealer-subscribers and industry executives whether or not they attend the 15th Annual National Automobile Dealers Association Convention. This outstanding issue of AUTOMOTIVE NEWS places your sales message right in front of this large, influential group . . . a group interested, able and ready to do business with you!

It's a big issue that did a big selling job for over 140 AUTOMOTIVE NEWS advertisers last year. If you sell parts and accessories, equipment and services, or other products to the BIG new-car and truck dealer market, you'll want to use the NADA Show Issue to: (1) Inform dealers of your product story during this time of high interest. (2) Invite dealers to your show booth. (3) Pre-sell your products or service to show-goers. (4) Re-sell your product or service to dealers and executives whether or not they attend the Show.

Even if you are not attending the Show, you'll want to use this issue to put your story directly before the eyes of this receptive audience. Contact your AUTOMOTIVE NEWS representative today. He'll give you full details!

RESERVE SPACE NOW!
NADA SHOW ISSUE

Closing date: January 19, 1961
Published: January 30, 1961

THE MOST INFLUENTIAL PUBLICATION IN THE AUTOMOTIVE INDUSTRY

REPRESENTATIVES:

NEW YORK: Edward Kruspak, Howard E. Bradley, Murray Hill 7-6871
CHICAGO: J. Goldstein, Bill Gallagher, State 2-6273
DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-9520
SAN FRANCISCO: Jules E. Thompson, Douglas 2-8547
LOS ANGELES: Robert E. Clark, Hollywood 3-4111

The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

Survey Finds Sales and Profits Improved . . .

Strength Cheers Dealers

MONEY MAKER
JINGLES, Limericks, Rhymes, Verse for your TV program, ads or personalized greeting card poetry custom tailored for YOU by nationally famous OMAR . . . the Versemaker, Box 499, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Five Buy 'Breakfast Club'

ABC Radio, New York, has added five new sponsors for Don McNeill's "Breakfast Club." They are Sylvania Electric Products (Kudner Agency), Sofskin Inc. (Kastor, Hilton, Chesley, Clifford & Atherton), American Sheep Producers Council (Potts-Woodbury), A. E. Staley Mfg. Co. (Erwin Wasey, Ruthrauff & Ryan) and Food Specialties (Charles F. Hutchinson Inc.).

John T. Hall Moves Offices

John T. Hall & Co., Philadelphia agency, has moved to new offices at 1528 Walnut St.

WJBK
DOMINATES THE
MARKET ON WHEELS!
SATURATE with low-cost
package plans
CALL KATZ – today!

WJBK RADIO
IS
DETROIT

the **STORER** *station backed by*
33 years of responsible broadcasting

This will be a good Test Campaign for the 100-County Fort Worth Market
And we can use ONE newspaper. The FORT WORTH STAR-TELEGRAM covers the market like no other!

100-COUNTY FORT WORTH MARKET

TOTAL RETAIL SALES	25.3%
Food	24.2%
General Merchandise	24.9%
Apparel	20.9%
Furniture, Households	23.6%
Auto Sales	26.8%
Gas Station Sales	27.2%
Drug Sales	25.0%

Source: Sales Management

STAR-TELEGRAM COVERAGE

The Fort Worth Star-Telegram has an average of over 38.2% family coverage of the rich, 100-County Fort Worth Market of 641,400 households. And, in Metropolitan Fort Worth itself, with 191,500 households, the Star-Telegram reaches 86.7% daily and 65.8% Sunday. No other single advertising medium in the 100-county Fort Worth market can give you this kind of coverage.

Source: ABC White Audit Report 3/31/60

FORT WORTH STAR-TELEGRAM
Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager
LARGEST COMBINED DAILY CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"

Circo Puts Green Stamps to 1st Test in Industrial Field

NEW YORK, Dec. 6—Circo Corp., producer of industrial cleaning equipment and chemicals, has offered S&H Green Stamps to industrial customers who buy Circo-Solv (green label) degreaser. One drum, for instance, will give the customer about 1,000 stamps.

The move was designed primarily to "get the money in," because the Green Stamp offer applies only if the customer pays within ten days.

Circo calls the offer a "first" in the industrial marketing of chemicals. Sperry & Hutchinson Co. says it is the first time it has departed from its practice of restricting S&H stamps to direct consumer retail outlets.

At the same time, Edwin J. Beinecke Jr., S&H vp, said that his company is considering other industrial franchises for Green Stamps.

■ Announcing the Circo stamp plan here yesterday, Wallington Vandeveer, Circo's president, said that in Detroit alone there are 32 separate distributors, and the company, he said, faces five major competitors—"So you can see what a rat race it is." He listed the competitors as Du Pont, Dow, Hooker Chemical, Columbia Southern and Detrex.

Mr. Vandeveer said that the stamp plan (applicable everywhere except in Washington, D.C., and Kansas) is intended to strengthen the company's competitive position.

"Perhaps some of our competitors will express disapproval, calling it a kickback or a gift; but it is neither. This is not an over-and-above discount deal. We want our cash in in ten days; we intend to be rigid about this," he said.

He added that Circo does not offer a discount on its degreaser and that the company is not increasing its price to pay for the stamps. A privately owned company, Circo's volume runs "over $2,000,000 and under $10,000,000," he said.

■ Circo contracted for S&H stamps for one year and will use them "for as long as they work."

Stamps will be delivered to the company, not to the individual distributor. Circo customers include General Motors, Ford and Chrysler, and Mr. Vandeveer said, "It is up to the company to decide who disposes of the stamps."

One tank car of degreaser will bring the customer 60,000 stamps, he said, or the equivalent of $175.

Spelling out the advantages to Circo, he said that it is a lot easier to give stamps than to give a 2½% discount.

Ordinarily, Circo's terms are payment in 30 days; the stamp deal will be "a recognition of paying promptly," he said.

Mr. Vandeveer said that industry could put stamps to varied uses; companies could acquire items for employe activities; offer stamps to salesmen under incentive programs; give donations to charity; acquire general merchandise for business or personal gifts.

■ He said that hints of payola are unfounded, because redemption will be rigidly controlled. Companies will not be permitted to hand over their stamps to customers.

If successful, Circo will extend the offer to other products, but only to standard machines, not custom equipment. "It would be too costly for price list items," he said.

Circo's agency is Seymour-Charles Advertising, Union, N.J. #

Judge Dismisses Case in Sunpapers Wrangle

Federal Court Judge R. Dorsey Watkins has dismissed a suit brought by Mrs. Jessie Black Blakiston of Beverly Hills, Cal., against Fidelity-Baltimore National Bank and Mercantile Safe Deposit & Trust Co., as trustees; the Fidelity-Baltimore and Gary Black, as executors, of the estate of Harry C. Black and A. S. Abell Co. (AA, June 27). The suit contended that an improper value was placed on the 3,300 shares of A. S. Abell Co. stock arising from the estate of her father, the late Van Lear Black, when the stock was repurchased under an agreement set forth in the will of the late Harry C. Black, her uncle.

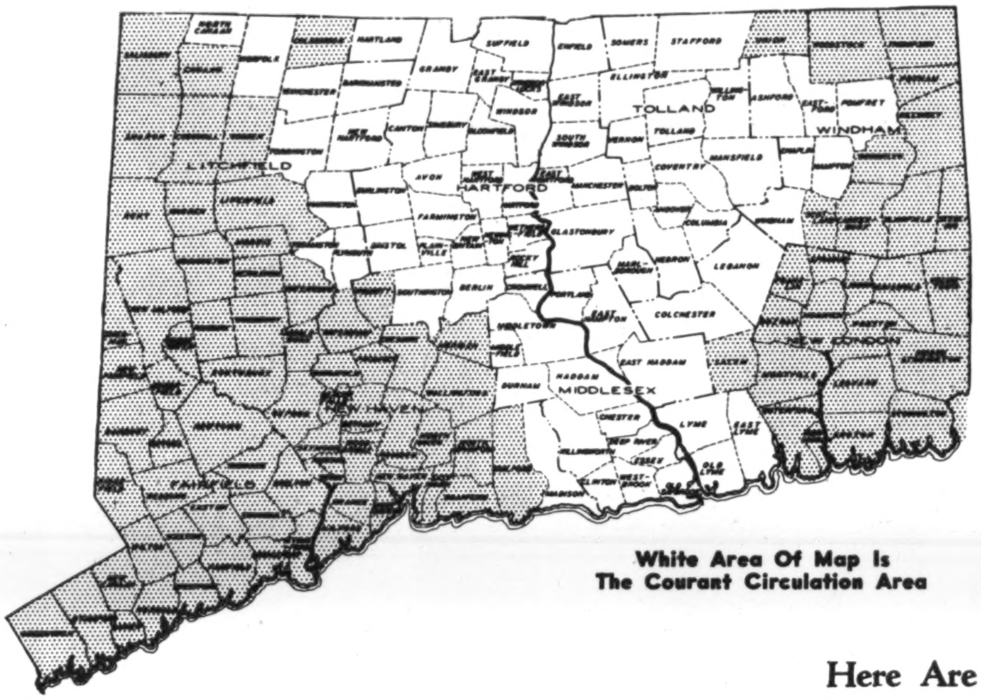
Mrs. Blakiston claimed that as a result of the low valuation of $138 a share placed on the stock by Mercantile Safe Deposit & Trust Co., she was financially injured. Judge Watkins ruled that the appraisal value of $138 per share was within the range of fair market value and that the Baltimore bank did not occupy conflicting positions in acting as co-executor of the estate and trustee for the plaintiff. A. S. Abell Co. is publisher of the Baltimore Sunpapers and owner of WMAR-TV.

'BH&G' Appoints Gray

Better Homes & Gardens, Des Moines, has appointed Al Gray to the new post of foods promotion coordinator. Mr. Gray, Chicago area advertising representative, will will continue to headquarter in Chicago.

What Hartford Newspaper Really
COVERS
The Outside Cities And Towns?

The Hartford market area is larger than greater Hartford. For example, any realistic picture of the Hartford market must include New Britain, Bristol and Middletown. First, they are all in the acknowledged Hartford ABC retail trading zone. Second, charge accounts in Hartford stores prove that these cities and many more are in the Hartford market area.



White Area Of Map Is
The Courant Circulation Area

Any newspaper coverage map of the outside trading area of Greater Hartford's Stores MUST naturally include the following communities because . . .

THEY ARE THE BIGGEST . . .

New Britain, Bristol, Middletown, Rockville, Portland, Berlin, Winsted, Plainville, Southington, Willimantic, Manchester, Stafford Springs, East Hampton.

These all belong in the Hartford Market Area. Buyers come to Greater Hartford from all these communities. They come from all over Hartford, Middlesex, Tolland, Windham, New London, and Litchfield counties. Thousands come from Outside that area.

See The Courant circulation in every county:

	Daily Courant	Sunday Courant	Hartford Evng. paper
Hartford County	89,225	116,289	114,028
Middlesex County	7,749	10,145	1,444
Tolland County	7,007	8,798	6,583
Windham County	2,752	3,314	786
Litchfield County	3,199	4,921	515
New London County	1,372	3,425	970

No Hartford Market Coverage is complete
Without These 6 Counties

Nothing covers the Hartford Market like The Courant!

New England's Fastest Growing Newspaper!

Here Are The Facts You Should Know

Both The Daily and Sunday Courant Lead In These Towns and Cities

	Daily Courant Circulation	Sunday Courant Circulation	Hartford Eve. Paper
New Britain	7,309	10,664	574
Bristol	7,000	7,767	495
Middletown	3,405	4,425	300
Rockville	2,772	3,530	2,743
Portland	909	1,240	99
Berlin	982	1,649	281
Winsted	856	1,273	130
Plainville	1,509	2,006	228
Southington	2,102	1,969	431
Willimantic	2,359	2,359	233
Stafford Springs	812	847	220
E. Hampton	624	812	368
Manchester	6,047	8,419	3,643
TOTAL	36,686	46,960	9,745

The Hartford Courant

Represented Nationally by Moloney, Regan & Schmitt

Economists Don't Understand Value of Ads: Keezer

Most Still See Economy Ruled by Scarcity, Says McGraw-Hill Veteran

CHICAGO, Dec. 6—Most economists do not believe that effective selling—including advertising—is essential to a strong economy. And that is due in part to the fact that economics has developed as the study of scarcity, whereas today abundance is the dominant economic fact.

Dexter M. Keezer, economic adviser to McGraw-Hill Publishing Co., New York, gave this opinion yesterday at Roosevelt University, where he is the 1960 Edward A. Filene lecturer.

"The art of selling, including everything from product design through advertising to doorbell pushing, takes on the character of a basic economic process," Mr. Keezer said. "Its effective performance is essential to the effective performance of the economy.

■ "However, to most of my fellow economists, this view is rank heresy," he said. "They tend to regard advertising, for example, as at best a low form of entertainment, with no real vital function to perform.

"And I regret to observe that they get some encouragement for what I regard as this archaic conception from the trivial and vulgar character of quite a bit of advertising."

Mr. Keezer listed three reasons why the "arts of selling" are so neglected by economists and economic policy makers.

"One of them is a sort of cultural or professional lag. Economics has developed as the study of scarcity—the allocation of scarce resources. It's hard to shift gears where abundance becomes the dominant economic fact."

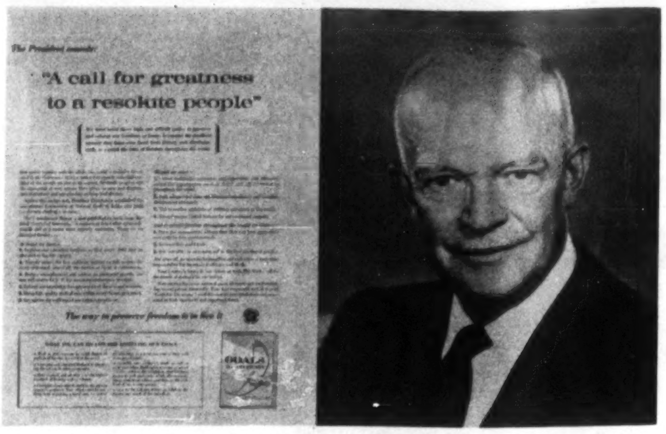
Another reason, he said, is "a persistent mistake in analysis.

"It is observed that as his income goes up, the consumer keeps right on spending most of it. So it is concluded that spending almost automatically follows income.

■ "What is overlooked, it seems to me, is that what's spent includes a substantial share as payment for the persuasion to buy. Perhaps as much as 10% of our gross national product is accounted for by selling activities.

"Also, over the years, some kinds of selling—including advertising—have been handled in a way to discourage the idea that they, at least, perform a role vitally. When sales have fallen and more advertising has been needed to boost them, the advertising volume has been cut instead of increased.

"Since the end of World War II, however," Mr. Keezer noted, "advertising has made a much better record of working when more sales have been needed to keep the economy on an even keel." #


"A call for greatness to a resolute people"
GOALS

NATIONAL GOALS—*This b&w spread will run during December in Life, Look and The Saturday Evening Post, under the auspices of the Advertising Council, to urge everyone to obtain and study a new report by the President's Commission on National Goals. Young & Rubicam, New York, is the agency.*

'Argosy' Boosts Cover Price; Drops Rate, Guarantee

Argosy, New York, effective with its January issue, will increase its cover price from 35¢ to 50¢ and will reshape its advertising and editorial image to become a "top-notch premium price magazine for men."

With the changeover, *Argosy* will reduce its circulation guarantee from 1,400,000 to 1,200,000 and will drop its b&w page rate from $5,600 to $4,800. Thomas F. Harragan, associate publisher, said the reduction was made in anticipation of a 5% to 6% loss in newsstand sales resulting from the higher price. The magazine will call itself "the new Golden *Argosy*" and will publish more pages and 50% more editorial color.

Marshall-Wells Buys 70% of Walker Stock; Naegele Named

Marshall-Wells Investment Ltd., Winnipeg, has purchased more than 70% of the stock of Walker & Co., Detroit, outdoor advertising company. At the same time, Marshall-Wells has awarded a five-year contract to manage Walker to Naegele Advertising Cos., Minneapolis. The management contract calls for complete control by Naegele over all sales and operations. Sales of Walker & Co. last year totaled $6,000,000.

Makins Joins Culea Agency

Don R. Makins, former sales promotion manager of Thor Power Tool Co.'s Speedway division, has joined J. D. Culea Advertising as account supervisor. Both companies are in La Grange, Ill.

Top Slice
of the
Mass Market

In the higher income neighborhoods of New York's mass market, The Mirror is strongest. Weakest in the slums.

Take a tip from New York's retail advertisers, who must get results. See how high among New York's seven dailies they rate The Mirror.

Make
The Mirror
a MUST!

'Advertising in Overalls' Stressed at Aubrey, Finlay

Agency Tells of New 'Ag-vertising' Setup at Farm Press Open House

CHICAGO, Dec. 6—Ordinary agricultural advertising at Aubrey, Finlay, Marley & Hodgson is being superseded by "Ag-vertising"—"advertising in overalls."

The agency describes "Ag-vertising" as a new concept in selling the increasingly complex and technical farm market. Ag-vertising, as it works at Aubrey, Finlay, is handled by the agency's farm group, every member of which is experienced and specially trained in some particular phase of farming.

The agency's formal Ag-vertising program was announced last week at an open house for farm magazine editors and advertising managers, many of whom were in Chicago for the American Agricultural Editors Assn. winter meeting, the International Livestock Exposition and National 4-H Club Congress.

The specialized Ag-vertising team is composed of 34 Aubrey, Finlay staffers, headed by Don McGuiness, group supervisor, and a group plan board which works with account executives. Roy Mount is farm creative director; Lynn Huffman is responsible for technical and merchandising materials; and Ray Hosford is senior art director of the group. Other specialists in media, marketing research, art, photography, publicity, production, print, radio and tv make up the team.

McCormack Hodgson Eisert

AG-VERTISING OPEN HOUSE—*Earl Hodgson, president of Aubrey, Finlay, Marley & Hodgson, discusses the agency's new approach to agricultural advertising with Ned McCormack, consultant for Nation's Agriculture, and Henry Eisert, publisher and president of the American Poultry Journal, at an open house for farm magazine editors and advertising managers.*

■ Among the agricultural accounts serviced by the team are International Harvester Co.; Pfister Associated Growers; Illinois Farm Supply Co.; National Rural Electric Cooperative Assn.; Berg Equipment Corp.; Butler Mfg. Co.; Murphy Products Co.; and State Farm Paper Committee.

Aubrey, Finlay reports its 34-man farm group represents a composite of 392 years of farm living in 21 different states, experience in raising 25 different breeds of livestock and the growing of 26 different major crops. The group represents 12 different agricultural colleges and has received a total of 33 degrees in agriculture, journalism and business administration. Mr. McGuiness said each has had some practical farm experience, and many grew up on farms.

For example, Mr. Huffman, who grew up on a farm in central Illinois, is a graduate of the University of Illinois in agricultural engineering. He spent some time with the Soil Conservation Service, later joined Montgomery Ward & Co. as a specialist in farm equipment sales and service, then joined Aubrey, Finlay 12 years ago.

■ Verlo Butz, an account executive in the farm group, grew up on an Indiana farm. He is a Purdue University graduate in animal husbandry. He has held editorial posts on *Indiana Farmers Guide*, *Prairie Farmer* and *Successful Farming*. In 1941 he was manager of the National Corn Husking Contest. Then, in 1950, he went back to farming in Alabama; in 1956, left the farm to join Aubrey, Finlay as a public relations specialist. #

Parker Bros. Set Yule Push

Parker Bros., Salem, Mass., is running an extensive spot tv, spot radio and print pre-Christmas push aimed primarily at the housewife. One of the highlights is the gamemaker's sponsorship of the 90-minute weekly "Holiday Film Classics" on WABC-TV, New York, through November and December. Spot tv and radio will be used in 43 markets. Over 30 magazines will be included, in addition to newspapers in selected markets. Badger & Browning & Parcher, Boston, is the agency.

'Look' Boosts Rate, Base

Look will increase its circulation guarantee from 6,300,000 to 6,500,000 effective with its July 18, 1961, issue. Simultaneously, the magazine will boost its page rate 5% to $29,190 per b&w page, $43,910 per four-color page.

the best thing about The Seattle Times
is the people who read it

Seventy-five dollars out of every hundred dollars spent in this, and other Seattle retail stores on the day this picture was snapped came from pockets of The Seattle Times readers. This is true every day in Seattle. It's the best thing about The Seattle Times.

Seattle is 1st in the Nation in Sales Activity.

THE SEATTLE TIMES is First in Seattle!

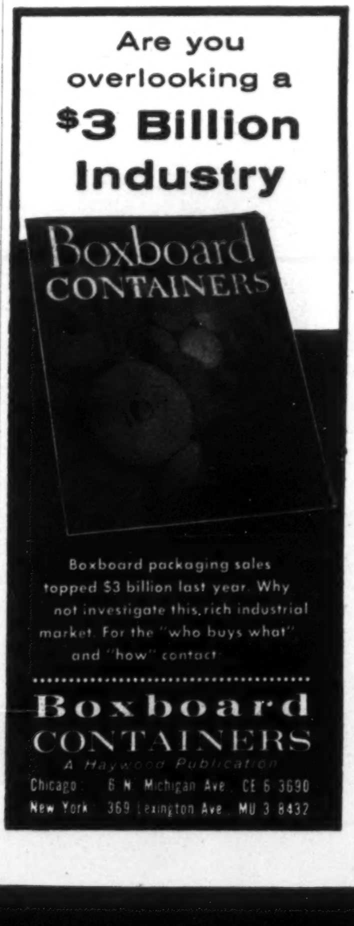
...70.2% of families earning over $4,000 yearly read The Times—50.7% exclusively...80% of families earning over $7,000 yearly read The Times—50.4% exclusively...The Times is First in Advertising...The Times is First in Circulation.

Put your money where the market is—Seattle.
Put your money where the buyers are—

The Seattle Times

First in Circulation and Advertising—Daily and Sunday

Represented by O'Mara & Ormsbee, Inc.—New York, Detroit, Chicago, Los Angeles, and San Francisco



Are you overlooking a $3 Billion Industry

Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact

Boxboard CONTAINERS
A Haywood Publication
Chicago 6 N. Michigan Ave. CE 6-3690
New York 369 Lexington Ave. MU 3-8432

PENNSYLVANIA
OHIO
WEST VIRGINIA
Cleveland
Akron
Youngstown
Canton
Pittsburgh
McKeesport
Steubenville
Wheeling
Washington
Uniontown
Zanesville
Fairmont
Morgantown
Clarksburg
Parkersburg

YOU MISS

½

THE SIX BILLION DOLLAR
WHEELING - PITTSBURGH
MARKET WITHOUT

WWVA

CBS RADIO • ONLY 50,000 WATT NETWORK STATION IN AREA

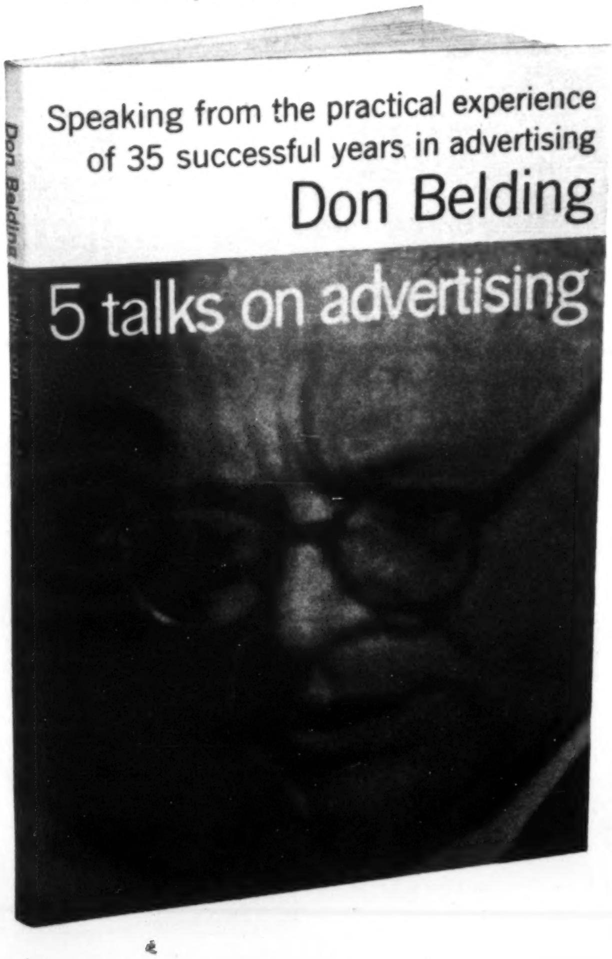
the **STORER** *station backed by 33 years of responsible broadcasting* **CALL BLAIR**

Don Belding
speaks on how to
make good in advertising

Don Belding's new book covers case histories and success stories every adman should know—and offers sound, down-to-earth advice that can prove invaluable to the student and trainee.

Belding goes behind the scenes: To the famous bleach launched from a bath tub. To the Canadian "Mountie" who told the experts what advertising is. To the Englishman who transformed an American corporation's image by changing "77" to "76."

Based on 35 successful years in advertising, Belding's book reprints five memorable talks given earlier this year at the University of Oregon. And it's crowded with solid advertising sense: brass tack rules for creating ads and marketing plans; lessons he learned the hard way; the personal philosophy of a man who made advertising history, then retired at 60 to begin a new career. *Order now with coupon below.*


Speaking from the practical experience of 35 successful years in advertising
Don Belding
5 talks on advertising
Don Belding

Born in a small town in Oregon, Don Belding started in advertising as unpaid office boy at the fabulous firm of Lord & Thomas . . . rose to be Chairman of Foote, Cone & Belding, the company that inherited A. D. Lasker's ad empire . . . then retired to begin a still busier career in public service.

Contents

Advertising's Place in the Dynamic American Economy. How it works . . . 5 guideposts . . . its public service.

Advertising's Place in the Selling Formula. "The 6 M's" . . . 7 classic case histories.

The Application of Creativity to Advertising. Salesmanship in Print and Reason Why . . . Yardsticks in Writing.

A Brief Discussion of Advertising Media. Magazines vs. Newspapers vs. Broadcast vs. Outdoor.

Stories of Advertising and the Morals They Portray. 12 Guideposts for Personal Conduct in Advertising.

Ideal gifts at special prices

For students and professors of journalism, economics, social sciences and business administration — schools and public libraries.

Your chance to get advertising's story before important educators.

1 to 5 copies	.....	$2.00 ea.
6 to 10 "	.....	1.50 "
11 to 25 "	.....	1.25 "
over 25 "	.....	1.00 "

Use This Handy Order Blank

University of Oregon Press
Eugene, Oregon

Gentlemen: Please send, postpaid, __________ copies of "Five Talks on Advertising" by Don Belding.

☐ Check ☐ Money Order for
$__________ enclosed.

Name __________

Address __________

City __________

Zone ____ State __________

STAINLESS STEEL SHOP
Look what's new in department stores! Stainless Steel Shops like this!
INCO NICKEL makes Stainless Steel perform better longer

GLEAMING—*This color spread in the Feb. 25 Saturday Evening Post and Feb. 28 Look will open Inco's third annual promotion of stainless steel consumer products.*

Int'l Nickel Sets Stainless Steel Push

NEW YORK, Dec. 6—International Nickel Co. has announced its third annual promotion of stainless steel consumer products.

The company's third successive "Gleam of Stainless Steel" promotion is scheduled for Feb. 20 through March 10. Participating will be 61 department stores—a total of 141 main stores and branches. Of the 61 retailers, 53 are planning to establish stainless steel shops for the promotion, and so far 35 have indicated that they will retain the shops on a permanent basis.

Advertising, picturing "Bright new fashions for your home . . . the gleam of stainless steel," will run in *The Saturday Evening Post* (Feb. 25), *Newsweek* (Feb. 28), *Time* (March 6), and the March issues of *Dun's Review & Modern Industry*, *Forbes* and *U.S. News & World Report*. This advertising theme also will appear in 26 daily newspapers in 19 cities during the promotion period. In addition, there will be stainless steel commercials on Inco-sponsored radio programs over 34 radio stations in as many cities.

■ A promotional package provided each store by Inco includes posters, display panels, card toppers and counter cards, all carrying a pinwheel design which is the identifying mark of the 1961 campaign. Inco is also offering window and interior display ideas, sales training materials, suggested newspaper ad layouts and radio spots, and feature event ideas.

McCann-Marschalk, a division of McCann-Erickson, is Inco's agency. Sales Communication Inc., another division of McCann, created the store promotional package and is maintaining the personal contact and liaison with the stores. #

Powell Forms Company

Bob Powell, currently vp and general manager of the Detroit office of Cunningham & Walsh, has organized a new company, Bob Powell Inc., with offices at 2119 Penobscot Bldg., effective Jan. 1. Mr. Powell will take over control of the Detroit accounts of Cunningham & Walsh, which announced last month it was withdrawing from Detroit operations (AA, Nov. 21).

Creative Adds Zondervan

Creative Advertising Agency, Grand Rapids, Mich., has been named to handle the national advertising of Zondervan Publishing House, Grand Rapids. The religious publisher's budget is said to be more than $150,000.

Ad Associates Adds Account

Advertising Associates of Philadelphia has been named to handle advertising, merchandising and publicity for Cook's Inc., Blackwood, N. J., maker of Ful-Vu binders. Richard A. Foley Advertising Agency is the previous agency.

?!
LOS ANGELES

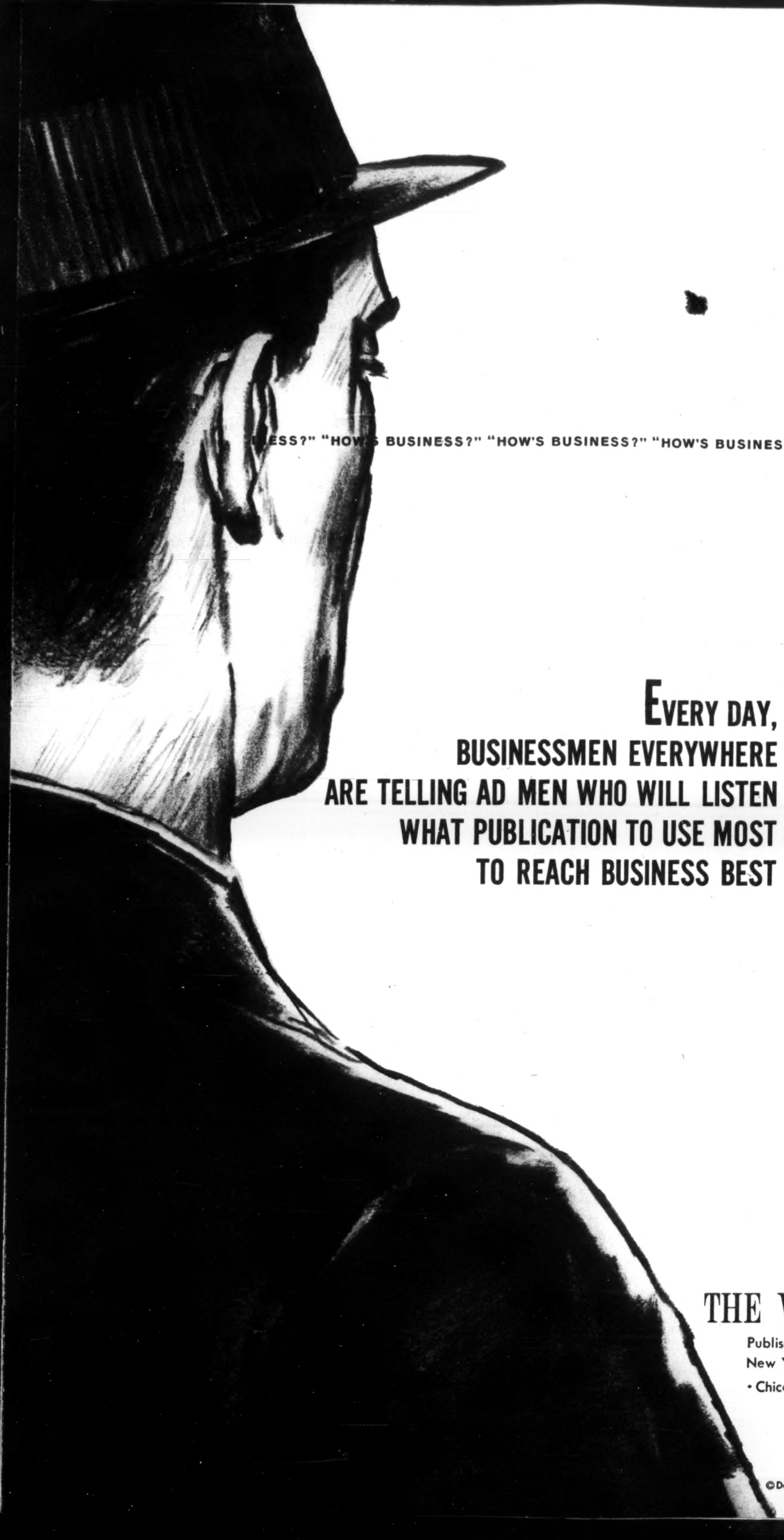
Confused about the Los Angeles Market?

No need to be . . . you can reach more than 600,000 families in the areas where they live and do their shopping by placing your message in the . . .

LOS ANGELES SUBURBAN NEWSPAPERS

Representatives

Los Angeles Rienzi Company • 612 South Serrano Ave. • DUnkirk 5-8315
San Francisco Rienzi Company • 681 Market Street • DOuglas 2-6979
Chicago Dale McClutcheon & Co. • 154 East Erie St. • SU 7-4468


ESS?" "HOW BUSINESS?" "HOW'S BUSINESS?" "HOW'S BUSINESS?" "HOW'S BUSINESS?"

EVERY DAY, BUSINESSMEN EVERYWHERE ARE TELLING AD MEN WHO WILL LISTEN WHAT PUBLICATION TO USE MOST TO REACH BUSINESS BEST

The many hours spent on media research do pay off—no question about it.

Actually, however, in the field of management publications, there exists a kind of research that requires no more effort (or dollars) than your own memory.

Recall, if you please, how many times during the day you hear the question: "How's business?"

Yes, this is a *daily* question . . . all over the U.S.A.

It is not a mere salutation. It is not a conversation-filler.

It is so important and meaningful, that one unique publication has amassed the *big* circulation of top-level businessmen by taking on the challenge of answering the question every business day.

That publication is The Wall Street Journal . . . the Only National Business Daily.

Here's the reason not only for The Journal's outstanding circulation growth . . . but for The Journal's proved ability to convert ad-exposure to ad-action.

Just ask yourself: "Why are they reading The Wall Street Journal with such a sense of seeking . . . such urgency . . . such business-mindedness?"

And you *know* the answer:

. . . Because, every business day, the news that changes business, *does* change!

THE WALL STREET JOURNAL

Published at:
New York, Washington, D.C., and Chicopee Falls, Mass.
• Chicago and Cleveland • Dallas • San Francisco

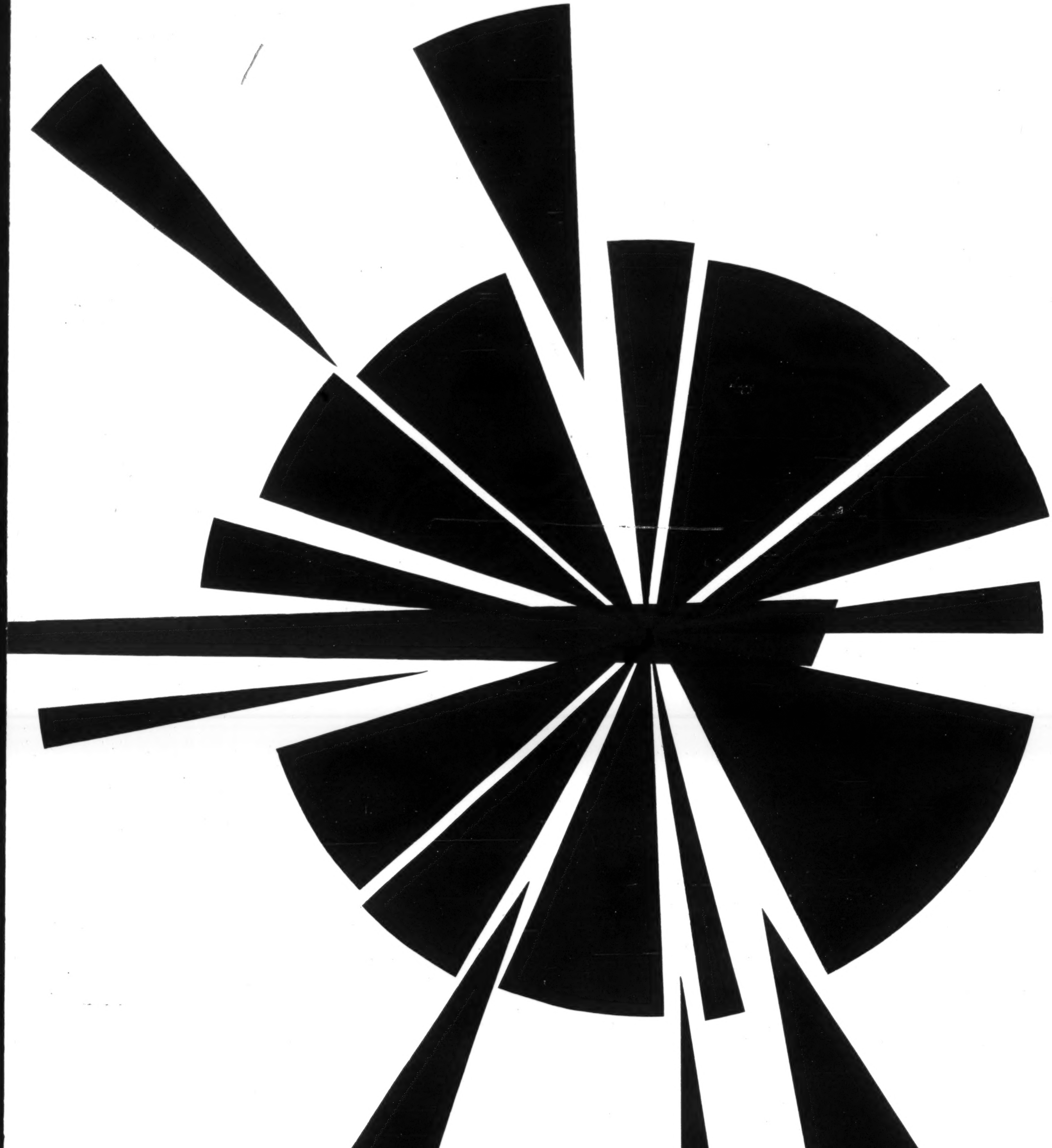
©Dow-Jones & Company, Inc. 1960

Marketing fact: Of the 4.5 million U.S. firms, less than 1% employ more than 100 people. Only 18,770 are engaged in manufacturing, but they produce 3/4's of all manufacturing output. In fact, the top 500 industrials account for over half.

To sell to industry successfully, you must concentrate on the volume producers who are also the volume purchasers.

Successful advertising should concentrate, too. It should make its impression upon the right people in the right companies in the best possible way. There's considerable evidence to suggest that advertising in Fortune does precisely that.

It's one of the reasons why advertising in



FORTUNE *gets results.*

A SERVICE MAGAZINE

for men, too?

Just as the woman of the house reads her service magazine to keep informed on appliances, furnishings, foods, health and beauty aids, the man of the house likes to be informed on his automobile, his camera, his boat or home workshop.

If he's the kind of man interested in the mechanical phases of his home, of his job, and of his leisure-time activities, he is the kind of man who reads POPULAR MECHANICS.

For nearly sixty years PM has been devoted to keeping men informed and interested in the mechanics of modern living—the mechanical and scientific events that determine how a man lives, what he does, what he buys—and why.

Chances are the kind of man concerned with such things is also interested in products bought by men—including yours.

You can reach him—and five million men like him—in the magazine he turns to as his guide to what's going on around him. POPULAR MECHANICS is *his* kind of magazine—the *service* magazine for men.

POPULAR MECHANICS

A HEARST MAGAZINE

reporting the mechanics of modern living

Cutchins Predicts Cigaret Sales of 494 Billion in '61

LOUISVILLE, Dec. 6—Total volume as high as 494 billion units was predicted for 1961 for the cigaret industry by William S. Cutchins, president of Brown & Williamson Tobacco Corp.

This figure would mean a gain of about 4% over the expected 1960 total of 475 billion units, which represents an increase of about 4.8% over 1959's previous record high of 453 billion units, Mr. Cutchins said in a year-end statement.

■ The outlook for further growth of the industry appears promising not only for the coming year but also for the decade ahead, he said. Contributing factors include the increase in the number of women smokers and the faster-than-average growth of the population's 20 to 35 age group, which, he said, smokes more cigarets than any other group.

Mr. Cutchins said that menthol cigarets are setting the pace for the industry, accounting for more than half of the total sales gain in 1960. Representing less than 3% of all cigaret sales four years ago, menthol sales now account for 14% of the total.

Filter cigarets, which also registered substantial gains, received most of their sales stimulus from women and the 20 to 35 age group, Mr. Cutchins said. #

Kubitz New Marketing VP of Mirro Aluminum Co.

G. C. Kubitz, formerly senior vp-sales, has been named senior vp-marketing of Mirro Aluminum Co., Manitowoc, Wis., a new position. C. W. Ziemer was promoted from assistant to general sales manager.

G. C. Kubitz

Mr. Kubitz, joined the company in 1925, and has had various sales and advertising posts. In his new position he will be responsible for the over-all company marketing operation. Reporting to him under the new organizational arrangement are the general sales, advertising, product development and new product ventures managers.

Mel Richman Names Two

Norma L. Egendorf, advertising and pr manager of International Resistance Co. for more than eight years, has been named an account manager in the Philadelphia contact staff of Mel Richman Inc., Bala-Cynwyd, Pa., and New York. Joseph K. Fletcher, formerly an account executive with NBC-TV Films, has joined Mel Richman Design Associates, a division of Mel Richman, as an account executive.

Disney Signs for NBC Show

Walt Disney Productions, Burbank, Cal., which has been producing shows for ABC-TV since 1954, has signed an agreement with NBC for 1961-'62 season. Mr. Disney will be host on a weekly color hour show plus a number of color specials.

Gosnell Joins Strakes

John S. Gosnell, former merchandising and marketing director of Applestein, Levinstein & Golnick, Baltimore, has joined Strakes Advertising as an account executive. Previously, Mr. Gosnell worked as an independent tv producer for eight months.

What's in the toe?

Big stars . . . show business . . . audience ratings in orbit . . . there's plenty of fun and excitement for the sponsor in the television stocking.

But what's in the toe? Will he find the Big Present . . . that all-important package of *profit?* Or just a hole?

The answer, invariably, is in the commercials. It takes a world of skill and imagination to turn viewers into buyers. We pride ourselves on our ability to provide both.

The commercial is the payoff *N. W. AYER & SON, INC.*

Clark Leaves Gerth, Brown; Elkus Named President

Ralph K. Clark has resigned as president of Gerth, Brown, Clark & Elkus, Sacramento, and will open his own agency, Ralph K. Clark Co., in Sacramento.

Gerth, Brown will continue to operate under the same name, with Fred Elkus Jr., now exec vp, becoming president.

Appliance Service
is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service NewS
ONLY PUBLICATION SERVING THE ENTIRE APPLIANCE REPAIR FIELD
505 N. LaSalle St., Chicago 10, Ill.

Dodge Names Noonan

Charles P. Noonan has been named director of sales promotion of Dodge cars and trucks. He formerly was director of sales development of Chrysler Corp.'s sales divisions group. W. D. Moore, who formerly had sales promotion responsibilities, will continue as director of advertising for Dodge cars and trucks.

Merry Christmas
Friends of Good Typography

Here Type Can SERVE *You*

J. M. BUNDSCHO, INC., *Advertising Typographers*
180 North Wabash Ave • RAndolph 6-7292 • Chicago 1

Individually Frozen Food Items Seen as Hot Industry Trend

NEW YORK, Dec. 6—IQF, which stands for "individually quick frozen," is one of the hottest things in the frozen foods business today.

At least four major frozen vegetable packers are in the picture right now; in just about a year, this new method of freezing has grown out of the experiments of a few West Coast packers into a multi-million dollar operation involving some 50 packers, coast-to-coast, according to a report in "Packaged Convenience Foods Institute Trade News."

The publication is sponsored by the flexible packaging and folding carton divisions of Continental Can Co.

IQF also is called free flowing frozen foods. Fruits and vegetables are individually frozen instead of block frozen as in most present methods. Frozen fruits and vegetables are then pourable, and there is no need to thaw, saw or chop the food. It is also possible to pour the exact amount wanted, without waste.

■ Free flowing products can be frozen more quickly than by the block method, retaining more of the product flavor.

Packaging is usually in family-size polyethylene bags. One packer, Spring Kist Sales, Salt Lake City, has reported a 600% sales increase in six months resulting from its newly-packaged pourable line of fruits and vegetables, according to the trade letter. ■

Pratt Day Lukacs Bennett Pilon Ross

DISTAFF VIEW—*L. F. J. Ross, account executive of Cockfield, Brown & Co., Montreal, watches as some products are examined by the agency's new panel to provide the feminine viewpoint for client problems. Doreen Day, fashion authority, is panel consultant. Agency members are Janice Pratt, Alice Lukacs, A. E. Bennett and G. France Pilon.*

people respond to WHAS·TV

Fisbie Fun Book
11

25,000 coloring books bought by WHAS Televiewers

Late in 1958, WHAS-TV produced a 52-page Fun Book featuring FISBIE, the Channel 11 character who represents the station's slogan, "Foremost In Service, Best In Entertainment." The book contained program promotion slide art, plus sketching games, safety, study and health reminders along with drawings of two WHAS-TV personalities, Randy Atcher and Cactus Tom Brooks. The coloring books were available only through WHAS-TV at 25 cents each.

In seven weeks, more than 25,000 FISBIE FUN BOOKS were bought by WHAS Televiewers.

Only a station that concerns itself day in and day out with the interests of its community can earn the respect that moves people to respond.

This Week in Washington . . .

Gold Crisis Actually Offers New Opportunities for Alert Marketers

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 8—It's an ill wind that blows no good. And there's apparently a lot of good in the gold crisis for business men who are on the ball.

With the U.S. losing more than $3 billion worth of gold annually from an unfavorable balance of payments, the government has been looking for ways of trimming its expenditures for foreign merchandise.

It is bringing home wives and families of tens of thousands of servicemen. In addition, there are moves on many fronts to curtail "off shore" procurement of merchandise, ranging from simple consumer products to heavy industrial equipment.

■ The cut-back in government spending probably can't save more than $1 billion, so there will have to be other moves. An obvious one is to increase foreign sales of American products. During the first nine months of 1960 non-military exports totaled $14.4 billion, an increase of $2.4 billion over the same period last year. The U.S. sells more abroad than it buys, but there are suggestions that the export volume can be increased by another $2 to $4 billion.

■ The government would also like to come out with a more favorable balance on international travel if it could find a way.

Americans spent nearly $2 billion on foreign travel in 1959, according to the Department of Commerce. In the face of skillful promotion, travel, even for persons of moderate income, continues to become more attractive, and the volume of expenditures is mounting.

Foreigners spend less than $1 billion traveling in the U.S. In contrast with the attractive promotion luring Americans to travel abroad, government studies indicate the promotion of travel to the U.S. is amateurish and disorganized.

A serious effort can be expected to put the promotion of "Visit the U.S.A." on a more professional basis, probably with some kind of government participation.

■ There are at least two other aspects of the foreign travel situation which cannot be dismissed lightly:

1. One way to curb the outflow of dollars rather rapidly would be to restrict foreign travel by Americans, or to curtail their right to bring back $500 worth of foreign goods duty free. While this is the path of least resistance, our government has no inclination to irritate the friendly nations which would be hurt, or the Americans who would be inconvenienced.

2. A second possible area for exploration includes the regulations which the Civil Aeronautics Board enforces to restrict the competitive efforts of U.S. air carriers to handle more of the international traffic.

U.S. airlines and steamships get about a 50-50 break on the roughly $750,000,000 spent by Americans for transportation to foreign shores. But in the charter field, carrying thousands of Americans to Europe, most of the traffic is on foreign planes.

Some U.S. airlines may have idle planes next summer at the peak of the international travel season. But because they are domestic carriers, they cannot make these planes available for international charter without running into complicated CAB restrictions.

Investigation may show that the U.S. airlines really aren't interested in competing for this international charter business. Meanwhile, however, foreign carriers are earning substantial sums of gold in this field. A government that is concerned about the balance of payments should be sure that it is not, in effect, channeling this travel gold into foreign hands.

■ As the government mounts its own "Buy American" program, U.S. suppliers are in an improved competitive position in areas where they formerly faced an uphill struggle with foreign competitors.

There has already been a vast windfall, for example, for producers of consumers products who have been nosed out of overseas commissaries, post exchanges and ships stores by foreign competitors.

With millions of servicemen and their families abroad and at home patronizing commissaries, post exchanges and ships stores, the Army-Air Force Exchange Service has been a customer worth cultivating. It has been spending upwards of $260,000,000 annually for supplies shipped from the U.S. to its overseas operations. In addition, however, it has been spending an estimated $175,000,000 abroad with foreign suppliers.

■ A new Defense Department directive may channel much of this $175,000,000 to U. S. firms. Commissaries, post exchanges and ships stores have been prohibited from handling foreign goods, except for perishables, or a few items that can be consumed on the premises.

Military families aren't likely to give up these bargains without complaint. Meanwhile, however, it looks as if there will be no more bargains in such items as German or Japanese cameras, or Danish chocolates. Scotch will be available only by the "shots."

The Defense Department's directive made one interesting exception: While the p.x.s are prohibited from buying foreign goods directly, it'll be okay for them to buy foreign merchandise which is already owned by U.S. importers.

This exception may not be as significant as it appears at first glance, since the cost of shipping the foreign merchandise from the U.S. back to a foreign post would generally be prohibitive. While there are still some p.x. operations in the U.S., they are tightly hemmed in by regulations which generally prevent them from selling merchandise that would be competitive with nearby retailers.

■ The Defense Department registers its good will toward importers, in any event. It says: "It is not deemed fair to legitimate U.S. businesses when they have shipped foreign goods into the U.S. in accordance with law, paid duties, taxes, and handling charges, including salaries and rents, to then be prohibited from selling their products to any legitimate purchaser, in which category our p.x.s naturally fall."

Military people say there is one other aspect of the government's austerity program that marketers will want to watch: The movement of the so-called "gold dollar widows." These are the families of servicemen who will no longer be allowed to go abroad.

■ Under government regulations they have considerable freedom to be moved within the U.S. at government expense. Barred from going abroad, they will be moving in with relatives, or setting up new homes here. Moreover, there are predictions that servicemen will be curtailing their tours of duty abroad. Where they have been content to stay abroad 36 to 48 months when accompanied by their families, spokesmen for career service people expect there will be increased requests to come home after 18 months.

The movement of service people has commercial implications, of course. Under new rules adopted Dec. 1, for example, servicemen have more freedom to make their own moving arrangements. As a result there are reports that there is already an increase in advertising linage which the service journals—the trade papers read by career military people—are carrying for moving organizations. #

Bernstein to Applestein

Neil Robert Bernstein, formerly a member of the tv-radio department of Ketchum, MacLeod & Grove, Pittsburgh, has joined Applestein, Levinstein & Golnick Advertising Agency, Baltimore, as administrative assistant.

WHAS·TV
CHANNEL 11
LOUISVILLE

Foremost In Service, Best In Entertainment

316,000 Watts • CBS-TV Affiliate • Victor A. Sholis, Director • Represented Nationally by Harrington, Righter & Parsons, Inc.

ROBERTSON'S
PRODUCT OF SCOTLAND
ESTD 1827
ROBERTSON'S
Yellow Label
BLENDED SCOTCH WHISKY
100% SCOTCH WHISKIES DISTILLED & BOTTLED IN SCOTLAND
JOHN ROBERTSON & SON LTD
DUNDEE
SCOTLAND

Unchanged
Since 1827

ROBERTSON'S
YELLOW LABEL SCOTCH
IMPORTED IN THE BOTTLE FROM SCOTLAND
86.8 PROOF, 100% SCOTCH WHISKIES KOBRAND CORP., N. Y. 1, N. Y.

*
NIELSEN REPORTS:
waga
FIRST IN ATLANTA!
THE BILLION DOLLAR MARKET WITH A MILLION PEOPLE

THE NIELSEN SPECIAL 4 WEEK REPORT PROVES THE DOMINANCE OF

waga·tv 5
ATLANTA

* Over-all share of audience for period ending August 7 39.1. Station B 36.6; Station C 24.3

* (NSI Special 4-Week Report August 1960 Metro Area Average Day Part Station Shares M-F 6 am - 6 pm Sun-Sat 6 pm - mid.)

Waldie Fenwick Briggs

HONORED GUESTS—*Honored at a party last week on his 20th anniversary with Waldie & Briggs was George L. Briggs, president of the agency. Among the 21 executives who attended the dinner were Benjamin D. Waldie, chairman, who has been with the company 33 years, and Gus Fenwick, manager of services (who at 84 is the agency's oldest employe), with W&B 17 years. Also honored on their 10th anniversary were Alex E. Reitz, vp in charge of media, and Bernard Wisniewski, an artist. Others at the dinner were Leona McMullen, treasurer, with the company 36 years; Art Kanaske, vp in charge of research, 19 years; and James H. Bolt, exec vp, 17 years.*

TULSA

a growing market . . .
a BUYING market!

TULSA—Center of the Magic Empire—**gained 41.5%** in population in the last decade . . . was one of the TEN FASTEST GROWING CITIES IN THE U. S. . . . and rates in the TOP **FIFTY** markets in America. The Magic Empire (Eastern Oklahoma, Southeast Kansas, Southwest Missouri and Northwest Arkansas) accounts for more dollar volume than the rest of Oklahoma combined. So SELL—where people BUY—use the media that **completely covers** this rich top-ranking market! The "Oil Capital" Newspapers—

The TULSA WORLD AND **THE TULSA TRIBUNE**
MORNING ● SUNDAY
● EVENING ●

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

'Newsweek' Doesn't Vie with Canadian Books, Davis Claims

MONTREAL, Dec. 7—Canada's Royal Commission on Publications was told today that *Newsweek* is not contemplating a Canadian edition nor is it considering making available to advertisers its Canadian circulation as a regional edition.

F. E. Davis, vp and circulation director of *Newsweek*, also told the commission—which is investigating whether U.S. magazines compete unfairly with Canadian magazines—that "the position of Canadian.magazines vis-a-vis American magazines is indeed unique.

"Still," he said, "we cannot help but wonder whether circulation or advertising deterrents against U.S. publications would provide the answers you are seeking. Can you be sure that advertising dollars diverted by whatever means from American magazines would be spent in Canadian magazines, that they would not go to competing media—radio, television, newspapers or supplements?

■ "Can you be sure either that, denied access to the American magazines, the Canadian people would increase their readership of Canadian magazines? The experience of the foreign publication advertising tax would seem to indicate that this is not the course to follow." (Canada once levied a tax—repealed in 1958—which called for a 20% impost on the advertising revenue of foreign magazines circulated in Canada and carrying Canadian advertising, unless the magazine's editorial content was at least 75% Canadian in origin.)

Mr. Davis said *Newsweek's* circulation in Canada is 53,319—3.8% of its total circulation of 1,393,211. "We do not regard our Canadian circulation as 'over-flow,'" he said, "but rather as an integral part of our total. It is no more or less profitable to us than any geographic segment of our circulation in the U.S.

■ "We do not feel that from the advertising aspect we are at all competitive with your Canadian publications," added Mr. Davis. "This year we have carried four Canadian accounts in *Newsweek*. Two of them, the province of Quebec and the Canadian Travel Bureau, I'm sure you will agree, are not interested in our Canadian circulation.

"The other two, Canadian Club whisky and Aluminium Ltd., I'm also sure purchased space from *Newsweek* for the U.S., not the Canadian, portion of our circulation. Thus, no Canadian publication has in any way been deprived of any income by *Newsweek*."

Harry C. Thompson, director of Newsweek International and chairman of the Magazine Publishers' Assn's. international committee, told the commission that if it singled out American magazines, "for some special and discriminatory type of treatment, we cannot help but feel that this will have an unfavorable effect on the international press, on Canada and on the West."

DROP TAX ON CANADIAN CATALOGS, PROBERS ASKED

MONTREAL, Dec. 7—In a joint presentation, Simpson-Sears Ltd. and T. Eaton Co., Toronto mail order houses, urged the royal commission on publications to recommend elimination of an 11% sales tax on mail order catalogs published in Canada.

The companies cited duty-free competition from the U. S., naming mail order material sent by such U. S. stores as Montgomery Ward, Marshall Field and Neiman-Marcus to Canadian mailing lists. Catalogs shipped to Canada are exempt from the tax.

"We welcome competition, but we'd like to keep it on even terms," said the attorney for the Canadian mail order operators. Joining in the Canadians' brief were DuPuis Freres Ltd. and Canadian Tire Corp. #

LEE C. KLEMMER

NEW YORK, Dec. 7—Lee C. Klemmer, 63, vp of *Modern Medicine*, a bi-monthly journal, died yesterday of a stroke at the Hospital for Special Surgery.

At his death, Mr. Klemmer, who lived at Sutton Pl. South and East Norwalk, Conn., was chairman of the Pharmaceutical Manufacturers' Assn.'s annual award dinner committee, a post he had held for 10 years.

He had been in the magazine publishing business for nearly 40 years. He joined *Modern Medicine* in 1946, being named a vp in 1950. Before that he had been sales manager of *Drug Trade News* and *Food Field Reporter*, and manager of *Drug Topics Red Book*.

Mr. Klemmer belonged to the Pharmaceutical Advertising Club.

VIOLA MCGINNIS

NEW YORK, Dec. 6—Viola McGinnis, 59, veteran adwoman and for many years media director of R. E. McGuire Associates, died here Dec. 4. She retired from the McGuire agency last March. #

The worker who never really grew up

a chilton publication

Of all the hidden costs eating away at the balance sheet, the least well documented is the problem employee . . .

The senile company president who flies into rages, panics at decisions

The brilliant malcontent who attacks the status and authority of management by destroying morale

The hypochondriac and alcoholic whose flights from reality slash productivity to bits and pieces.

There are no *rules* for dealing with these people, but our editors thought the problem warranted something more substantial than the usual platitudes and clichés. We asked industrial psychologist Robert N. McMurry for his thoughts on the subject, and he replied with a three-part series . . ."The Problem Employee."

It drew an unbelievable eleven hundred *personal letters* from our audience.

It takes consistently outstanding editorial to win so alert, aggressive, and articulate an audience. But that's why editorial service to the reader is the most important service a magazine can render its advertisers.

THE IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

JWT Adds More Aluminium

Aluminium Ltd., Montreal, has appointed J. Walter Thompson Co., Montreal, to handle an international campaign scheduled to begin in the January issues of international publications. JWT has also added the aluminum account in Australia. The agency already services the Canadian aluminum producer in the U. S., Europe, Africa and Latin America. Cockfield, Brown & Co. continues to handle Canadian advertising.

'Extension' Names Reps

Peacock, Freed & Associates, Chicago, has been named associate representative of *Extension*, Chicago, Catholic monthly, in the Midwest. Edward J. Jennings was named associate representative in the New York City area.

An imaginative few of the
READING, VIEWING and LISTENING PUBLIC
may try to interpret your copy or script to be
LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special **EXCESS INSURANCE** before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

Syracuse, Rochester May Get 3rd TV Outlet After Swap

WASHINGTON, Dec. 6—The Federal Communications Commission has indicated that it is ready to consider a channel swap which may eventually break the bottleneck in Syracuse and Rochester.

Under the plan, which involved negotiations with Canada, Channel 9 would be added to Syracuse and Channel 13 to Rochester, assuring three vhf channels in each city. As a result of the juggling of assignments, FCC said it will also be necessary to switch Channel 5 from Rochester to Syracuse, and to offset this loss by shifting Channel 8 from Syracuse to Rochester.

The shifts are necessary because FCC does not make assignments on the same channel unless the stations are at least 120 miles apart, or on adjacent channels unless there is a spacing of 60 miles.

Before the plan is adopted, FCC said, WROC-TV, which currently uses Channel 5 in Rochester, and WHEN-TV, which currently uses Channel 8 in Syracuse, will be entitled to a hearing. #

Lehn & Fink Boosts Nelson

Edgar W. Nelson has been appointed marketing director of Lehn & Fink Products Corp., New York. He formerly was general manager of the Lehn & Fink division.

Examiner Asks FCC to Crack Down on Hollywood TV Execs

WASHINGTON, Dec. 6—James D. Cunningham, Federal Communications Commission hearing examiner, has asked the commission to get tough with Hollywood tv executives who have refused to cooperate with FCC's programming investigation.

Mr. Cunningham reported to the commission that executives of three companies—MCA-TV, Promotions Unlimited and Dick Fishell & Associates—walked out of hearings which he conducted in Los Angeles last month. He said there was no legal justification for their refusal to testify, and he urged the commission to order them to provide information which FCC's staff is seeking.

The walkout climaxed a two-week hearing in which FCC probed relationships of tv networks, program packagers and promotion organizations. The companies that resisted claim FCC has no jurisdiction over them, and that its hearing procedures deprive them of advice of counsel.

■ Mr. Cunningham, who is FCC's chief hearing examiner, said the information which the staff was seeking was relevant to the inquiry, and that the questions were valid and proper. He asked the commission to order the witnesses to appear before him and answer the questions, and to authorize court action if they continue to resist.

Taft Schreiber, MCA-TV vp, had left the hearing during a dispute over his right to consult counsel. With FCC investigators pressing for information about MCA-TV ownership interest in tv "packages," Mr. Schreiber sought to submit information on a "confidential" basis. MCA-TV's counsel tried unsuccessfully to join in the discussions.

Mr. Cunningham told the commission he advised Mr. Schreiber that he had a right to consult with his counsel, but that under the FCC rules, MCA's lawyer could not address the hearing examiner. He said Mr. Schreiber declined to obey and left, after making a statement that he could not continue "unless these ground rules are changed so I can be effectively represented by my attorney."

■ Officials of Promotions Unlimited and Dick Fishell & Associates had claimed the area of questioning was "outside the scope of the investigation." Mr. Cunningham told FCC the commission's intention was to obtain facts which relate "even remotely" to promotion, publicity, advertising or public relations "by means of or through the use of broadcast matter."

He said FCC has an obligation to determine in detail the process by which radio and tv programs are gotten together, and that in his opinion, the questioning was proper. #

Myrbeck Adds Two Accounts

S. Gunnar Myrbeck & Co., Quincy, Mass., has been named to handle advertising for Bellofram Corp., Burlington, Mass., maker of diaphragms for hydraulic and pneumatic applications. Myrbeck also has been named to handle a program of business publication advertising for Lexington Controls, Burlington, maker of air pressure regulators.

Merit Enterprises to Dobbs

Merit Enterprises, New York, maker of nationally distributed electrical enterprises, has switched its account from Maxwell Sackheim-Franklin Bruck, New York, to Dobbs Advertising, New York.

HARDWARE AGE

Join the largest group of successful advertisers in the hardware market — in Hardware Age

In addition, let Hardware Age M·A·P help you get more mileage from your advertising dollar

Hardware market advertisers and their agencies have always shown a strong preference for Hardware Age. For the three national hardware magazines, here are the most up-to-date advertising figures (Jan.—Oct. 1960):

	HARDWARE AGE	Magazine #2	Magazine #3
Pages of advertising	2424	1609	408

That's a preference measured in hard-headed thinking and experience. It is conclusive evidence that more advertisers and agency men have discovered Hardware Age gives them the best value through **(1)** larger *effective* circulation, **(2)** more eager readers, **(3)** better visibility, **(4)** greater flexibility.

Let us show you *why* you, too, can get this extra value.

MARKETING ASSISTANCE PROGRAM

Hardware Age M·A·P Marketing Assistance Program described at the right provides information valuable to every hardware market advertiser. Tell us your products. We will send you (1) the M·A·P Merchandise Category Summaries that include your products *plus* wholesaler information covering each category. Also (2) a comprehensive breakdown of the Hardware Age Continuing Census of Dealers. And (3) the new Hardware Age Advertising Planning Guide for 1961 which tells the whole market-media story. No charge or obligation, of course.

HARDWARE AGE'S
M·A·P
Marketing Assistance Program
can help you here:

1 **NATIONAL SURVEY.** A scientific sampling of 41,000 hardware stores. Covers 224 hardware products in nine categories. Shows total retail and average sales volume. Percent of stores carrying each product. Number of brands carried and where purchased.

CHILTON RESEARCH SERVICES. The Chilton Company research department is available — for a reasonable fee — on an independent, fully confidential basis to manufacturers, agencies and others for conducting market and product research.

GENERAL COUNSELING FROM HARDWARE AGE STAFF. The marketing experience and knowledge of the Hardware Age organization is at your service. Advice on such key problems as cataloging, pricing, discounts and distribution.

VERIFIED LIST. The most complete list of hardware wholesalers in the industry. Includes names, addresses, territory covered, lines handled and buyers for 538 general hardware wholesalers in the U.S. and Canada — plus 1,350 manufacturers' agents.

2 **CENSUS OF RETAIL HARDWARE DEALERS.** Includes all 41,000 known hardware retailers broken down into volume groups by states. Census maintained daily for extremely accurate research and promotion uses.

MAILING SERVICES. Keyed to the Hardware Age Census of Retail Hardware Dealers — the most accurate, complete, up-to-date lists in the business.

MERCHANDISE DIRECTORY NUMBER. Lists 6,888 hardware products with 9,845 cross references. Gives manufacturers' names, addresses and more than 25,000 brand names.

MERCHANDISING SERVICES Promotions by Hardware Age advertisers can be supported with such items as tear sheet folders, post cards, bookmarks and easels.

3 **MEDIA HELP.** Helpful material for the media buyer: readership studies, page sales analyses and a Planning Guide giving valuable information on the hardware markets.

Your advertising will meet
More Eager Readers in Hardware Age

HARDWARE AGE

A Chilton Publication
Member NBP
Chestnut and 56th Street
Philadelphia 39, Pa.

THE NEW GOLDEN ARGOSY

Now Argosy men have the New Golden Argosy they asked for. A bonanza of reading enjoyment in every issue! Beginning in January, each issue will carry 32 more editorial pages than ever before, with 50% more four color; quality coated paper throughout; a special section on tinted book paper! January and all subsequent issues carry a 50¢ cover price, reflecting this top-notch magazine for men.

The New Golden

ARGOSY

JANUARY, 50¢

2 NEW BOOKS **REX STOUT**
His latest Nero Wolfe thriller

MARILYN MONROE
Her uninhibited, best-selling biography

DAMON RUNYON
A magnificent fiction find

QUENTIN REYNOLDS
Talks to the President's mouthpiece

CASTRO & HEMINGWAY
And the world's fishiest tournament

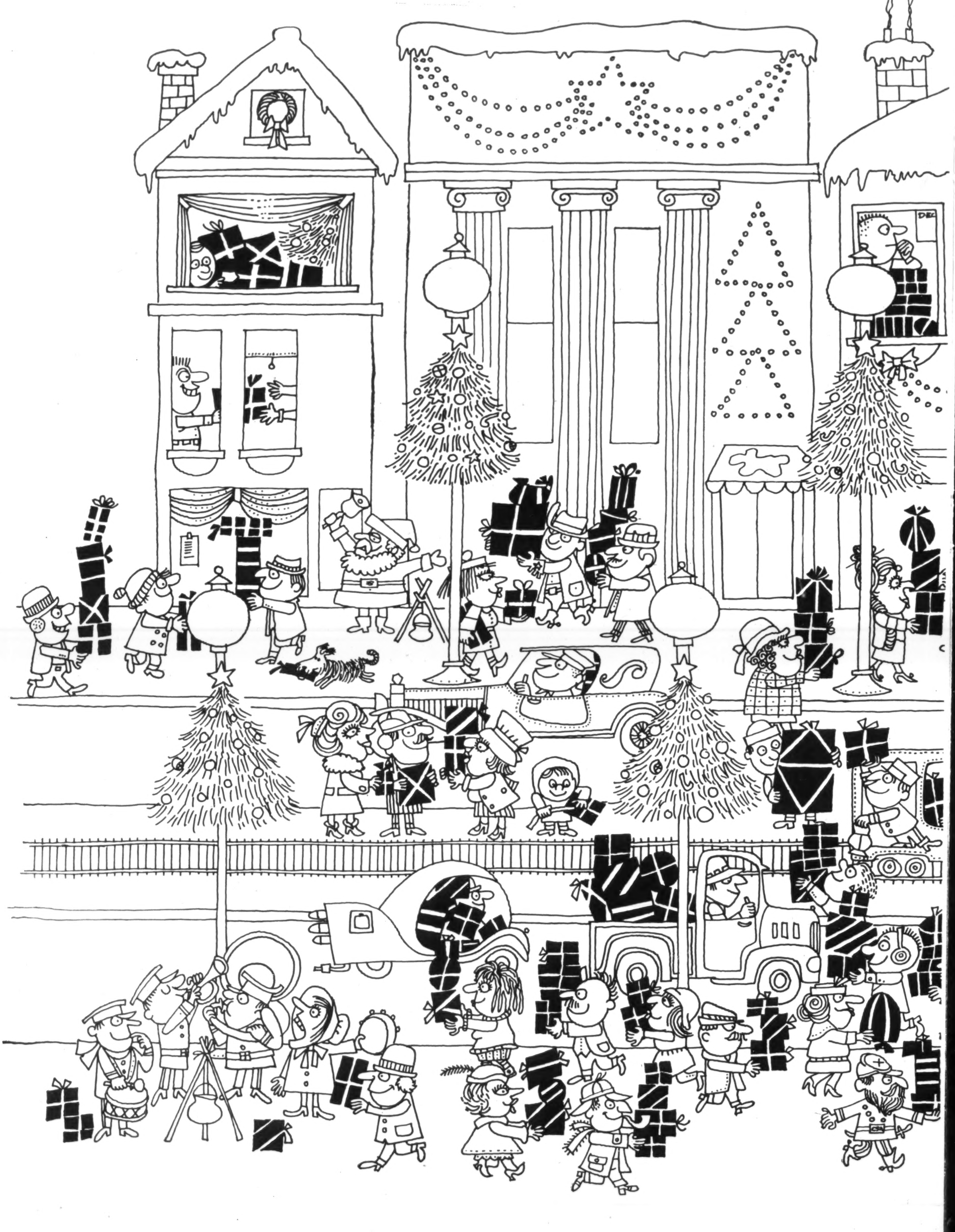
MILTON CANIFF "My trouble is dames"

"Why was I blackballed?" asks basketball ace [illegible]

[illegible] His wacky marines meet THE BIKINI BRIGADE

COREY FORD
kicks off a new monthly magazine-within-a-magazine, designed to put an added $1000 a year in your wallet

GUNS OF THE CIVIL WAR
[illegible]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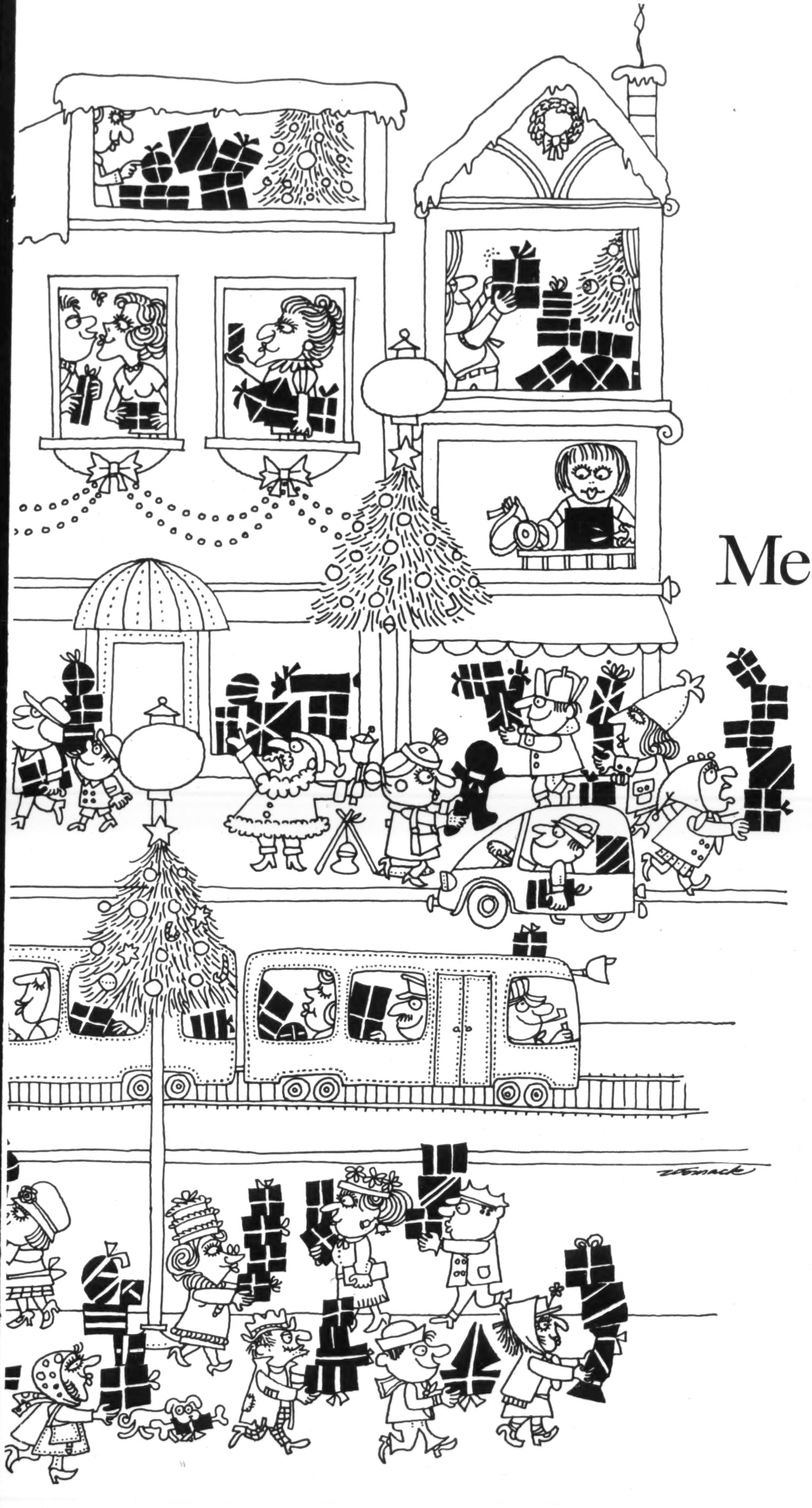


Media's Law:

To a seller of Christmas gifts, the pulling power of an advertising medium is equal to the number of Christmas gifts sold.

To media men, pulling power is influenced by several interrelated factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

WESTERN HORSEMAN

THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS.
Send for a Copy Today.

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

'Western Aviation' to Haluza

Western Aviation, Missile & Space Industries, Los Angeles, has appointed Paul Haluza Associates, New York, as representative in the New England states, New York, eastern Pennsylvania, New Jersey, Delaware, Maryland and the District of Columbia.

Carrier Names Otto

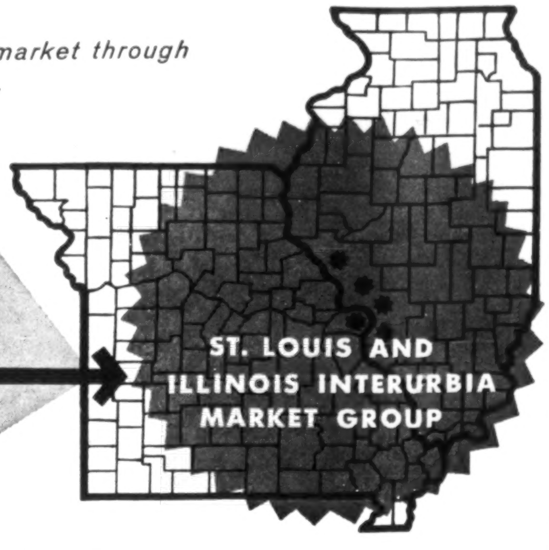
Carrier Corp., air conditioner manufacturer, has appointed Robert Otto & Co., New York, to handle its advertising overseas. N. W. Ayer & Son, Carrier's domestic agency, will continue to place advertising in international publications.

Sell the entire Greater St. Louis market through the unduplicated circulation of...

5 KEY EVENING NEWSPAPERS...

- St. Louis Post-Dispatch
- East St. Louis Journal
- Quincy Herald-Whig
- Alton Evening Telegraph
- Southern Illinoisan
(Carbondale, Herrin, Murphysboro)

For further information about the St. Louis and Illinois Interurbia Market . . . write, wire, or call the advertising manager of any of the newspapers in the group.



THAT LAST STEP

Don't **MISS IT** *. . . Mister!*

BE SURE
your product is displayed at the point of sale . . . the one step in your promotional plan that presents, persuades, and pays off . . . immediately!

ADVERTISING METAL DISPLAY CO

CHICAGO 50
4621 W. Nineteenth Street/BIshop 2-1242
NEW YORK 36
11 West 42nd Street/LOngacre 4-8255

SEND FOR
full color brochure showing examples of how other advertisers close more sales with AMD merchandisers...

SCOTCH
BRAND
Cellophane Tape
CLEAREST! STRONGEST! LASTS THE LONGEST!

Scotch Brand Cellophane Tape
Counter Display Merchandiser

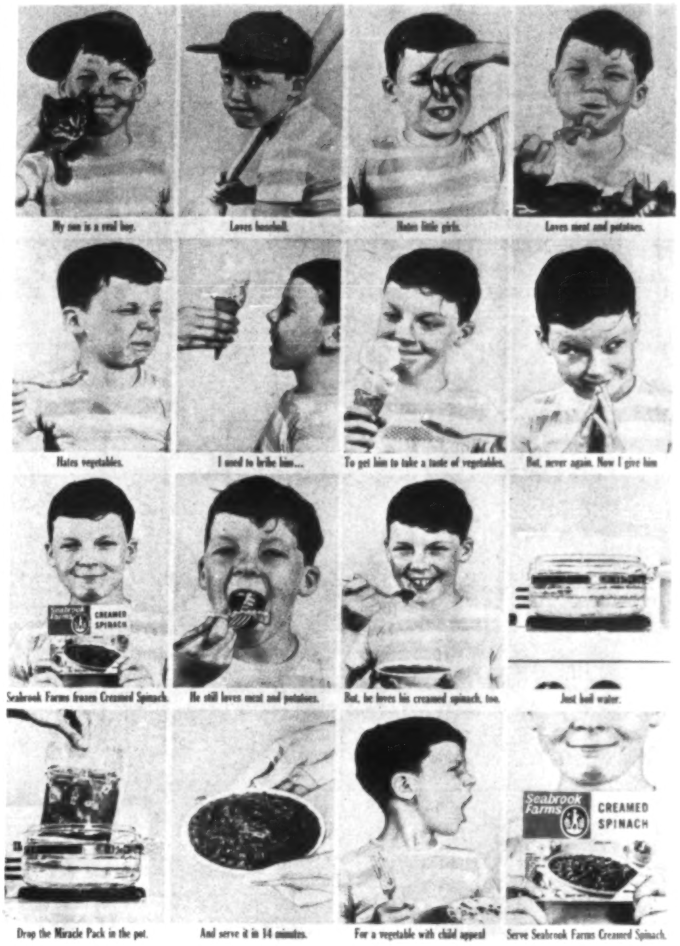
OPEN your sales promotion with other media.

CLOSE your sales with an AMD merchandiser . . . the pay-off media!

PROTECT your over-all advertising investment. Give your product the competitive edge at the point of sale.

Call in the AMD man. Let him put his design and production know-how to work for you.

DESIGNERS AND BUILDERS OF MERCHANDISING DISPLAY UNITS FOR CLOSING MORE SALES PROFITABLY


My son is a real boy.
Loves baseball.
Hates little girls.
Loves meat and potatoes.
Hates vegetables.
I used to bribe him...
To get him to take a taste of vegetables.
But, never again. Now I give him
Seabrook Farms frozen Creamed Spinach.
He still loves meat and potatoes.
But, he loves his creamed spinach, too.
Just boil water.
Drop the Miracle Pack in the pot.
And serve it in 14 minutes.
For a vegetable with child appeal
Serve Seabrook Farms Creamed Spinach.
Seabrook Farms
CREAMED SPINACH

PERSUASION—*Seabrook Farms is currently running newspaper ads like this in Chicago, Miami, New York and Philadelphia. After the first of the year, the campaign will go national. Smith/Greenland Co. is the agency.*

ARB, Pulse Offer More Comprehensive TV Audience Data

NEW YORK, Dec. 6—At least two television research companies have decided to do something to combat the criticisms leveled against them for emphasing size of audience.

The American Research Bureau has announced that its national reports will henceforth contain a more comprehensive breakdown of the tv audience composition. These reports will be issued on an every-other-month basis instead of every month as has been the practice. This announcement follows a report made by Pulse last week that it would present a new audience profile service.

Future ARB national reports will analyze the audience with regard to education, income, age, heads of household and housewives per age group, and viewers per set. Each of the next six reports also will include information requested by ARB subscribers. An example of such information—how many viewing families own cats, dogs, two cars, washing machines, etc.

ARB bases its national reports on supervised viewer diaries. Approximately 1,600 sample tv families are included in each report.

■ The new Pulse reports, to be known as "Pulse Audience Profiles," will contain an audience breakdown of each network tv program, covering a minimum of 30 different audience characteristics. The reports, to be issued four times a year, will be based on in-home interviews among a sample of 1,750 tv families in the 50 states. The first survey will be released in January, 1961, based on shows aired less than two months previous.

The Pulse profiles were tested for two years, during which time pilot studies were made to ascertain the differences that existed in audience makeup of various programs. One 22-market pilot revealed, for example, that soap operas do a far better job of attracting women who buy shampoos than do daytime quiz or participation shows. Another survey indicated that westerns attract more men who drink regular coffee than do news, comedy or variety shows.

ANPA Survey Forecasts Increased Newsprint Use

Newsprint producers in the U.S. and Canada can expect a demand of 10,180,000 tons of newsprint by 1965, and a total demand of 11,620,000 tons by 1970, according to a forecast in the study, "Newsprint for 1970," issued by the American Newspaper Publishers Assn., New York. According to the survey, made by Dr. Louis T. Stevenson, former economist for the American Paper & Pulp Assn., North American mills would need about 12,900,000 tons of annual newsprint capacity, operating at 90% capacity, to meet demand. By 1970, total demand would be divided as follows: 9,740,000 tons for U. S. consumers; 640,000 tons for Canadian users, and 1,240,000 tons to cover North American export requirements.

In addition to figures on newsprint consumption, the ANPA study includes statistics on newspaper circulation patterns and relative position of newspaper advertising as against other media.

Harrison Opens Offices

Benjamin Harrison has opened the B. Harrison Advertising Agency, with offices at 3318 W. Cary St., Richmond, Va. Mr. Harrison was formerly exec vp of Robert Kline & Co.

Mac Leod Opens Offices

C. W. (Bill) Mac Leod has opened his own publishers' representative, with offices at 2706 E. 77th St., Chicago. Mr. Mac Leod formerly was vp and advertising director of *Supply House Times*.

Announcement

In September, 1959, The Courier-Journal and The Louisville Times introduced Continuity-Impact-Discounts (C-I-D), a new concept in the use of newspapers that offered newspaper advertisers frequency-volume discounts of up to 13%. These discounts were based on the existing rate card. Rates were not increased.

Now, after 16 months experience with C-I-D, we are convinced that it has been mutually beneficial to our advertisers and to ourselves. Over $117,000 in discounts have been earned by 48 national advertisers who have signed C-I-D contracts. Sixteen other newspapers have adopted C-I-D programs, and many more are considering such plans.

We felt at the inception of C-I-D, and we still feel, the urgent need for the newspaper industry to present a uniformity of rate structure to national advertisers and their agencies. Some of the other major newspapers now offering C-I-D have broadened the discount structure to pay higher discounts for 1500- and 2400-line minimum contract requirements.

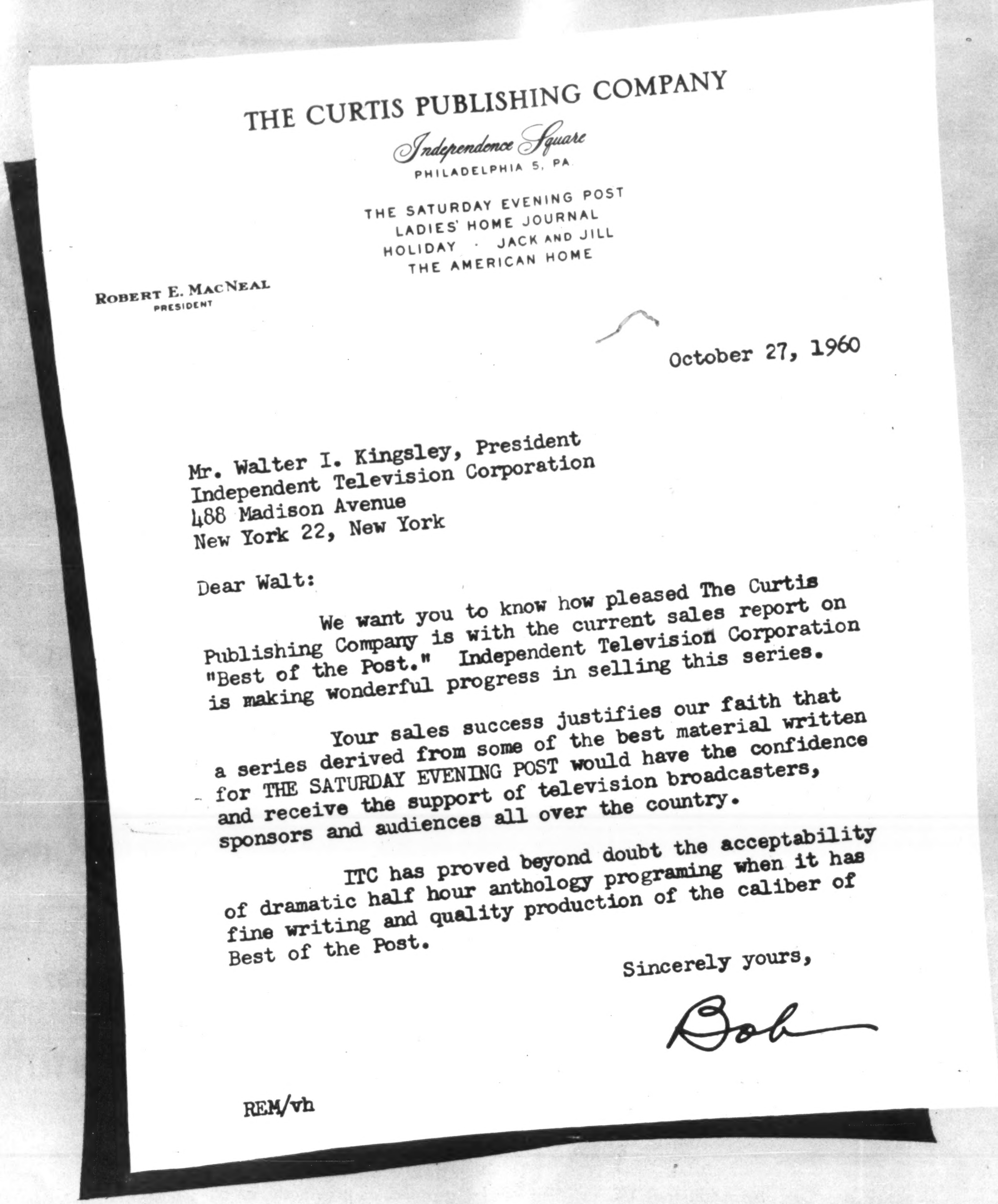
> Effective January 1, 1961, The Courier-Journal and The Louisville Times are liberalizing their C-I-D contracts to include these brackets and increasing the maximum discount from 13% to 17%.

It is important to note that these additional discounts are being granted from a rate that has been in effect for two years. The result is an effective narrowing of the differential between the local and national rates. The revised discount structure is shown below:

MINIMUM WEEKLY CONTRACT REQUIREMENTS	DISCOUNTS			
Lines per Week	12 Wks. in 13	24 Wks. in 26	36 Wks. in 39	48 Wks. in 52
300 lines	4%	6%	8%	10%
600 lines	5%	7%	9%	11%
1000 lines	6%	8%	10%	12%
1500 lines	**7%**	**10%**	**12%**	**14%**
2400 lines	**8%**	**12%**	**14%**	**16%**

An additional 1% discount will be granted, as previously, on all published lineage in excess of minimum contract requirements.

The Courier-Journal
THE LOUISVILLE TIMES
391,284 Combined Daily ● 317,449 Sunday
Represented nationally by The Branham Company



THE CURTIS PUBLISHING COMPANY
Independence Square
PHILADELPHIA 5, PA.

THE SATURDAY EVENING POST
LADIES' HOME JOURNAL
HOLIDAY · JACK AND JILL
THE AMERICAN HOME

ROBERT E. MACNEAL
PRESIDENT

October 27, 1960

Mr. Walter I. Kingsley, President
Independent Television Corporation
488 Madison Avenue
New York 22, New York

Dear Walt:

We want you to know how pleased The Curtis Publishing Company is with the current sales report on "Best of the Post." Independent Television Corporation is making wonderful progress in selling this series.

Your sales success justifies our faith that a series derived from some of the best material written for THE SATURDAY EVENING POST would have the confidence and receive the support of television broadcasters, sponsors and audiences all over the country.

ITC has proved beyond doubt the acceptability of dramatic half hour anthology programing when it has fine writing and quality production of the caliber of Best of the Post.

Sincerely yours,

Bob

REM/vh

Thank you, Mr. MacNeal...and our sincer
sponsors who have all helped us to bring
of the season"—the "BEST OF THE POST"

"BEST OF THE POST, a series of stories with a great deal of quality as to acting, writing and production... a film anthology based on fiction from The Saturday Evening Post, the collection appears to be *several notches above the average* television series."

—*Fred Remington, Pittsburgh Press*

"...an *unusual amount of production value* not often found in a half-hour film series..." —*Radio-TV Daily*

"...made an evening in front of the television set worthwhile. *Such excellence.* Judging from the opener, BEST OF THE POST is one of the best."

—*Barbara Tiritilli, Chicago American*

"*Whichever network executive snubbed this series will have a blushing face* more vivid than the color in which the series is produced if subsequent episodes match the overall excellence of its initial anthology." —*Hollywood Reporter*

"BEST OF THE POST" arrived Saturday evening on Channel 7 (WABC-TV) in an impressive fashion . . . indicating there's *talent being used wisely in television* despite many signs to the contrary ...well written, directed and performed and, above all else, and quietly, it bore the mark of intelligent hands..."

—*Jack O'Brian, New York Journal American*

"*expensive sets, costumes and technical work and splendid cast*...befitting such writers as James Warner Bellah (who wrote and did teleplay for debut episode 'Command')." —*Cecil Smith, Los Angeles Times*

"*Superbly played*...chalk up another one for WGN-TV." —*Chicago Tribune*

"BEST OF THE POST" will be a *formidable competitor* in the syndication sweepstakes." —*Variety*

"destined to be *one of the highlights of the season*..." —*Hollywood Variety*

e thanks, too, to the stations and
to television "one of the highlights

INDEPENDENT TELEVISION CORPORATION
488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100
ITC OF CANADA, LTD. 100 University Avenue • Toronto 1, Ontario • EMpire 2-1166

WANT MORE CUSTOMERS IN BINGHAMTON..

Per cent of families reached

LOOK	13%
LIFE	15%
S.E.P.	16%
READER'S DIGEST	29%
PARADE	81%

(METROPOLITAN COUNTY AREA)

The things people of Binghamton read about in the **SUNDAY PRESS** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE

THE SUNDAY NEWSPAPER MAGAZINE

The Sunday Newspaper Magazine
PARADE
18 Pages of Christmas Ideas—Sections A, C
THE SUNDAY PRESS
Resume

Represented Nationally by Gannett Advertising Sales

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Nielsen Network TV

Two Weeks Ending Nov. 6, 1960

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,351
2	Debbie Reynolds Special (Revlon, ABC)	17,628
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	17,538
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	16,182
5	Danny Kaye Special (General Motors, CBS)	15,730
6	Rawhide (Several sponsors, CBS)	15,549
7	The Untouchables (Several sponsors, ABC)	15,142
8	77 Sunset Strip (Several sponsors, ABC)	15,097
9	Bonanza (Liggett & Myers, RCA, Miles, NBC)	14,464
10	Perry Mason Show (Several sponsors, CBS)	14,102

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	40.6
2	Debbie Reynolds Special (Revlon, ABC)	39.0
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	38.8
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	35.8
5	Danny Kaye Special (General Motors, CBS)	34.8
6	Rawhide (Several sponsors, CBS)	34.4
7	The Untouchables (Several sponsors, ABC)	33.5
8	77 Sunset Strip (Several sponsors, ABC)	33.4
9	Bonanza (Liggett & Myers, RCA, Miles, NBC)	32.0
10	Perry Mason Show (Several sponsors, CBS)	31.2

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	16,408
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	15,323
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,600
4	Debbie Reynolds Special (Revlon, ABC)	13,424
5	The Real McCoys (Procter & Gamble, ABC)	12,475
6	Rawhide (Several sponsors, CBS)	12,294
7	The Untouchables (Several sponsors, ABC)	12,204
8	Bonanza (Liggett & Myers, RCA, Miles, NBC)	12,159
9	77 Sunset Strip (Several sponsors, ABC)	12,114
10	Danny Kaye Special (General Motors, CBS)	11,933

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	36.3
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	33.9
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	32.3
4	Debbie Reynolds Special (Revlon, ABC)	29.7
5	The Real McCoys (Procter & Gamble, ABC)	27.6
6	Rawhide (Several sponsors, CBS)	27.2
7	The Untouchables (Several sponsors, ABC)	27.0
8	Bonanza (Liggett & Myers, RCA, Miles, NBC)	26.9
9	77 Sunset Strip (Several sponsors, ABC)	26.8
10	Danny Kaye Special (General Motors, CBS)	26.4

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* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

Test in Fort Wayne

ADVERTISER FORT WAYNE APPROVED INDIANA TESTED

METRO AREA
232,100

C.S.I.	$488,378,000
Retail Sales	$318,922,000
Food	$ 64,909,000
Drugs	$ 9,946,000
Gen. Mer.	$ 48,110,000
Autos	$ 60,540,000

PLUS...
A 15-county RTZ.
618,200 people
with $1,191,099,000.
to spend.

WHERE RESULTS ARE MEASURED FOR YOU AT NO EXTRA COST!

Every 26 days the Fort Wayne Monthly Grocery and Drug Inventory publishes complete, accurate sales and distribution figures for more than 900 brands in more than 50 classifications. It gives you this basic information for the Fort Wayne Metro Area:

- Average units sold per store.
- Total units sold all stores
- Per cent of distribution.
- Total stock on hand.
- Sales inducements.

OVER 1,000 FIRMS RECEIVE OUR MONTHLY GROCERY INVENTORY EACH MONTH! DOES YOURS?

Write for Complete details

FORT WAYNE
INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

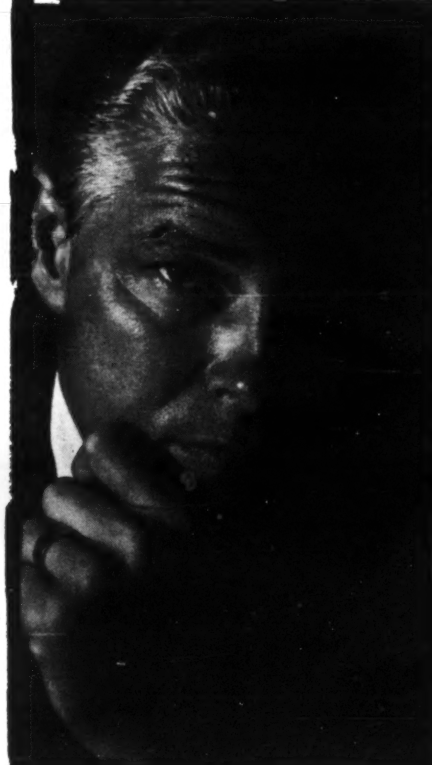
The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

"THE BEST ADVERTISEMENT IS A SATISFIED CUSTOMER"

I read the articles in TV Guide at my convenience... I usually read the short comments and the questions and answers, then proceed to the longer articles or reviews. By the end of the week I've usually read everything, but if I haven't I give it a final check before throwing it away.

—Winona, Minn., reader



I like the articles best that are related to the policy setting of TV, like in the areas of education and political information. Editorially, I think TV Guide is interested in good TV. They keep you up to date on problems that TV faces, like live-TV versus film-TV and pay-TV versus free-TV.

—Poughkeepsie, N.Y., reader

The things like TV Teletype and Late and Exclusive tell you a lot that an ordinary listener wouldn't know otherwise. They keep you up to date on transactions in the industry. I enjoy checking up on TV goings-on—the inside dope.

—Jacksonville, Fla., reader

When I'm reading TV Guide...they could tell me something important. Advertisers are missing the boat—people are relaxed and in a daydreaming mood. They might as well be daydreaming about some big appliance or a new car as about the upcoming TV show.

—Chicago, Ill., reader

TV Guide enables us to pick out the cream of the watching and then read something in the feature section about the stars and the format and how the shows are produced. It's a good guard against missing a better show or perhaps seeing a poor show.

—Portland, Oreg., reader

All quotations are from "TV Guide: A Study In Depth," by Dr. Burleigh B. Gardner and his staff at Social Research, Inc.

TV GUIDE

Best-selling weekly magazine in America

Cramer-Krasselt Marks 50 Years with Waukesha Motor Co.

MILWAUKEE, Dec. 6—While Nov. 18, 1910, may not strike an historical note in your mind, it certainly did for Waukesha Motor Co., Waukesha, Wis., and Cramer-Krasselt Co., Milwaukee agency.

The date marks 50 years of client-agency relationship, one of the longest of its kind in the business.

The Waukesha engine firm, which marked its 50th anniversary in 1956, retained Cramer-Krasselt in 1910.

Cramer-Krasselt actually began working with the Waukesha Motor Co. prior to the advertising service agreement signed Nov. 18, 1910, by preparing the first sales literature and catalogs on Waukesha engines.

The first publication advertisements for Waukesha Motor were directed to the tractor manufacturers. As the firm expanded its engine line, advertising increased. Now Waukesha ads appear in more than 80 publications covering all of its major markets. #

Demand a Waukesha Motor In The Tractor You Buy
Waukesha Long Stroke Tractor Motor
Waukesha
THE OUTSTANDING MOTOR of 1917
an ad with "tell-all" copy SOLD this engine 50 YEARS AGO!
WAUKESHA MOTOR COMPANY · WAUKESHA, WISCONSIN

GOOD OLD DAYS—*Examining blowups of early Waukesha Motor Co. ads, which ran in 1910 (left) and 1917, are (left to right) Walter Seiler, president of the Cramer-Krasselt agency; J. E. DeLong, who recently retired as president of the Waukesha company; and C. E. Nelson Jr., his successor.*

Screen Gems Names Two

Screen Gems, New York, tv film distributor, has named Jack Sobel, previously vp and sales director of GAC-TV, producer-distributor, national sales manager. He succeeds Henry White, who has joined WNTA-TV, Newark, as vp and general manager. Steve Krantz, general manager of Screen Gems Ltd., Toronto, has been named a vp.

Hanko to Lovick Agency

Richard S. Hanko, formerly with Young & Rubicam, has joined James Lovick & Co., Toronto, as an account manager.

FTC Turns Up Nose at Parfums That Are French in Name Only

WASHINGTON, Dec. 6—The Federal Trade Commission served notice on the cosmetics industry last week that it is preparing to crack down on domestic perfumes and toilet waters that are marketed under French names.

FTC already has several cosmetic industry members under cease and desist orders for using French names to describe products made solely from domestic ingredients. Last week, the commission's staff told industry members that the entire toiletry industry is under investigation, and that action will be taken where there is a possibility of deception with respect to the geographical origin of the product.

News of the impending drive was delivered at a meeting of the Society of Cosmetic Chemists in New York earlier in the week by Charles A. Sweeny, legal adviser in FTC's bureau of investigation. Mr. Sweeny reported that the commission's bureau of consultation is taking the position that "when a disclosure as to origin is required, it must appear conspicuously and in direct connection with the term suggestive of French origin."

■ FTC's staff reportedly has a list of 25 to 50 companies in the toiletry field which are involved in the newly developed enforcement program. Some of these compound their products domestically from foreign essences. FTC sources say these companies will be expected to revise their labels and ads to prominently accompany any French name with the expression "compounded in the U.S. with French extracts."

Other companies which use French names, and compound their products entirely from domestic extracts, will not be permitted to continue using any French name for their product, FTC sources indicated. #

Raeford Worsted Uses Devil to Sell Tropical Suiting

Raeford Worsted Co., New York, will enlist the service of the devil to sell its 2/80's tropical suiting next spring. The campaign will be the most extensive in the company's history. In magazine and newspaper ads, Lucifer will be pictured in red behind a mesh of pencil-thin lines, with tag-lines like "Screen out the heat yet look smart as the devil in Raeford 2/80's tropical suitings."

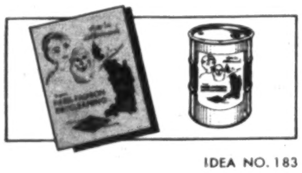
Page ads will run in April and May in the *New York Times Magazine, Sports Illustrated* and *The New Yorker* plus two-color newspaper ads in 40 cities, augmented by 9,600 radio spots, on NBC's "Monitor." For retailers, the company is providing window displays with an illuminated devil, newspaper mats and other point of sale aids. Henry Bach Associates is the agency for Raeford, a division of Burlington Mills.

WRUL Names Prouty

Norman Prouty, formerly assistant radio sales manager of Katz Agency, has been appointed network sales manager of Worldwide Broadcasting, the new Metropolitan Broadcasting Corp. division. Worldwide operates WRUL, international shortwave radio station.

Stickin' around WITH kleen-stik®

GET IT UP... KEEP IT UP... WITH KLEEN-STIK



IDEA NO. 183

Vive la Kleen-Stik!

To promote their Paris-produced drycleaning compound in the U.S. market, **International Selling Corp.**, of N.Y.C., needed merchandising on the "different" side. Intsel's **Lee Rogers** commissioned **Burlingame-Grossman Advertising**, Chicago, to create a program around a "French-y" theme. One outcome was this colorful **Kleen-Stik** drum label, easily affixed to the curved metal surface. *Chic* lithography by **Northwestern Printing House, Inc.**, Chicago—**Bob Lowitz** as *le liaison*.

WORLD'S MOST VERSATILE *SELF-STIK-ing* ADHESIVE

$1,000,000 CERTIFIED
Fehrs
Fehrs BEAR

K-S Puts Bears On Top of Bars

IDEA NO. 184

The **Frank Fehr Brewing Co.**, of Louisville, Ky., promotes its "bear" of a beer with clever displays. One is this "flag-pole"—a tall wire holding interchangeable signs. The cardboard base is anchored with strips of **Dubl-Stik**—the self-sticking, strong-sticking, *long*-sticking adhesive. Another is the cute die-cut bear, readily attached to back-bars and other choice spots with *more* **Dubl-Stik** strips. **M. R. Kopmeyer Adv. Agency** did the design, while **Hubert Pettigrew**, Pres. of **ABC Screen Process Co.**, Louisville, engineered the production.

Selling beauty or the beast, Kleen-Stik P.O.P. displays and labels give you most results for the least. See your regular printer, lithographer, or silk screener for ideas... or write direct—*today!*

GET IT UP... KEEP IT UP... WITH KLEEN-STIK

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

Ad Clinic #17

(a transparent device to get you to read this Sheraton ad)

by Wes Port

Make your claims believable

HOTEL RESERVATIONS IN 4 SECONDS

SHERATON HOTELS

Here's a headline that just goes too far.

Wouldn't "4 minutes" be a little more accurate?

No, sir, "4 seconds" is correct. Sheraton's *RESERVATRON* machine confirms your room anywhere — electronically — in a flash. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how well this ad pulls, we'd like you to send for free, 104-page booklet on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #17, 470 Atlantic Ave., Boston, Massachusetts.**

Why men who spend money for business publications single themselves out as worth-while targets for advertising

Does the fact that a man will pay for a business magazine subscription guarantee his readership?

An honest answer must be: Not always. However, the fact that he will put up his money is a good indication that the subscriber *wants* the magazine, and that he *intends* to read it.

Once he has expressed this desire, he naturally retains full freedom of choice. If he doesn't read the publication with any degree of regularity, he won't continue to pay for it. In fact, it has been a long-standing McGraw-Hill policy to refund the unexpired portion of a subscription if the purchaser is not satisfied with the magazine's contents.

One of our own Laboratory of Advertising Performance studies (1195.1) shows nearly three times as many readers among paid subscribers as among those who received the same publication free. It also shows that those who paid found the magazine 'most useful' by a ratio of over 4 to 1.

Our policy of paid circulation seems to us the most natural and normal way of "doing business" with both our readers and advertisers. We believe that our policy of insisting on paid subscriptions provides a more responsive, receptive and informed audience . . . thus helping you receive maximum impact for your advertising dollar.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36

Men who spend money for business publications single themselves out as worth-while targets for advertising. McGraw-Hill publications are selected and bought by over one million key men in industry who want the best in editorial service.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Mayers Calls on Admen to Urge Congress: Come to Grips with U.S.S.R. Propaganda

To the Editor: Much good can come from Kenneth Groesbeck's challenging Nov. 21 column headed "Are We Washing Our Hands of National Danger?"

Ten years ago, a similar question, "Are We Licked?" headed a page in ADVERTISING AGE, calling on the people of advertising to be more concerned with our country's propaganda needs. That page, and another one my agency ran shortly after the Sputnik was launched, urged AA readers to write their congressmen about the propaganda peril.

Each ad developed some correspondence with a scattering of advertising people who are truly aware of the propaganda threat to our security. I have maintained contact with many of them.

But what is needed is a continuity of publicity that could only come through established organizations in the advertising field. There seemed to be some hope for this a few years ago, when Ted Repplier of the Advertising Council and Arthur Larson, then the head of the U. S. Information Agency, both made stirring talks on the Communist propaganda challenge to a Four A's convention.

I had come to that convention with a prepared resolution that put the Four A's on record as being concerned with that subject. It merely called on Congress to give fullest consideration to our national needs in the information field—a fairly innocuous resolution, but it would at least have established in Washington that the matter is of serious interest to one important segment of U. S. citizenry. After being submitted to the Four A's governors and then to the board, and then to a committee, the resolution was abandoned by the Four A's because some timid Four A's souls felt it might be termed "political."

Might some courageous leadership for the advertising business now be found in the pages of ADVERTISING AGE? Kenneth Groesbeck's editorial is a good start. What is now needed is continuity, plus a specific objective . . .

The type of reaction needed from the U. S. public is simply some thoughtful letters to Washington, calling for long overdue congressional attention to the problem of effective counter-propaganda. There has been no sense of urgency on this subject in either the House foreign affairs committee or the Senate foreign relations committee, in their entire history . . .

People in the advertising business are fully capable of exerting the necessary pressures. ADVERTISING AGE could do no greater service to our country at this time than to run a continuous campaign, calling on all readers to write their senators and representatives demanding that the next Congress come to grips with the propaganda war . . .

There are at least a score of private citizens of considerable stature who have been objectively studying this subject ever since the close of World War II. They have been ready for years to be called to Washington to testify to the Senate foreign relations committee on the full character and magnitude of today's propaganda challenge. That Senate committee will act when there is public pressure. There will be public pressure when enough advertising people not only write to Congress, but also induce their friends to write . . .

Henry Mayers,
President, Davis, Johnson, Andersen & Colombatto, Los Angeles.

•

To the Editor: Congrats to you and Mr. Groesbeck for his article about the "national danger" we are facing. We face danger as a nation but it's a cinch we aren't facing the responsibility and obligation our business group should recognize as ours.

What better prepared group can take us by the shoulders and shake some present-day consciousness into our heads?

I'm an Air Force reservist and fully believe "things aren't normal," but few sympathetic ears are turned to my varying attempts at "preaching" survival.

The *New York Herald Tribune* did a fine job years ago with "Don't Bet on Fights" interspersed among the sports pages. It could work again: "Don't Trust the Russians!" or "Be an Alert American" or—or—or—

Arthur E. Roberts,
Norman Rich Studios, Chicago.

• • •

Seeing Red Everywhere Doesn't Help Fight Communism

To the Editor: I agree with Clyde Bedell ("The Cheapskate, Corner-Cutting Ad," AA, Nov. 28, Page 74) that our war with communism is basically a moral one, and that lies and other deceptions in advertising are hurting us just as surely and even more dangerously than would bullets or bombs.

But wouldn't Mr. Bedell agree that even more dangerous is the use of lies and exaggerations in the direct fight against communism? Seeing red everywhere certainly does not help us form a realistic picture of our own strength. Nor will scare phrases enable us to properly judge the power of our adversary.

To tell us, for example, that, "The Communists are *extremely influential* [my underscorings] in our *schools*, our *churches*, our *government*, our *unions*, our *munition plants—everywhere* (!)" seems to me to be a much bigger and much more serious lie than to say a $1.20 value for 89¢ is a half-price sale.

Nor does Mr. Bedell give us a footnote to say that he really doesn't mean "extremely influential" and "everywhere," for certainly he knows that only a very minute percentage of clergymen and government employes and of the other groups he mentions are Communists, and that few if any of these are in positions of *extreme* influence.

Truth, Mr. Bedell, is a pretty general thing. It belongs in all that we do, not just in advertising.

Raymond D. Smith,
Publisher, *Cats*, Washington, Pa.

• • •

He Curbed His Enthusiasm in Copy for GE Headlamps

To the Editor: I think whoever hides behind the anonymity of "The Creative Man" has missed the point of our recent page for General Electric Suburban headlamps.

I agree that it's a crying shame, if not a sin, to throw away a valuable piece of mechanism that still functions, like a four-year-old car whose fenders have been eaten away by rock salt.

But when it comes to doing anything to put more safety, comfort and ease of driving in this same four-year-old car—particularly when it involves so cheap and dis-

---

THE HIDDEN BONUS IN CORPORATE RELATIONS ADVERTISING

"Of all the arguments for corporate relations activity, the greatest, in my opinion, is that the corporate advertiser must strive to live up to the image it paints of itself.

By Robert E. Lusk
President
Benton & Bowles, Inc.

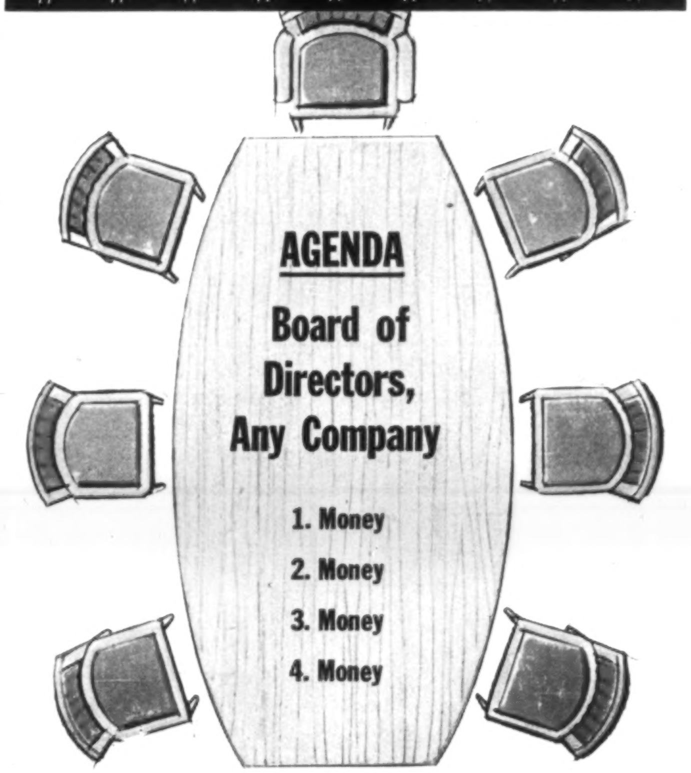
"No single act will more effectively stir a company to be courteous, or prompt, or efficient, than to publicly claim those virtues.

"The truth of the foregoing is often attested to by the difficulty that sometimes arises in getting agreement on 'What to say about ourselves,' but once having 'said it,' the company is on public notice to deliver the promise.

"That's the hidden bonus in corporate public relations advertising."

SPONSORED BY BARRON'S, THE NATIONAL AND FINANCIAL WEEKLY
A DOW-JONES PUBLICATION

$ $ $ $ $ $ $ $ $



Think of the directors of the companies you'd like most to do business with. Invariably, you will find at least one of the directors in each company is a professional in the world of money.

Money is the business of boards, so it's not surprising that top managements go so often to the financial community for corporate directors. It's not surprising, either, that so many advertisers use Barron's, the National Business and Financial Weekly, to reach these corporate directors . . . as well as people the directors are likely to turn to for advice: More than 25,000 Barron's subscribers serve on boards of directors, and over half of these influential people serve on two or more boards. More than a quarter, in fact, serve on three or more boards! Further, some 20,000 Barron's subscribers advise business organizations on financial matters.*

In Barron's, your advertising reaches over 100,000 financiers, businessmen and investors . . . the people others will ask about your company. Barron's can carry your message to these people—the core of the financial community—quickly, frequently and economically.

These facts from a survey of Barron's subscribers by Benson and Benson, independent research specialists. For an easy-to-read booklet, summarizing the results of this survey, write or call any Barron's office.

BARRON'S
. . . where advertising, too, is read for profit!

NEW YORK
50 Broadway

CHICAGO
711 W. Monroe St.

BOSTON
388 Newbury St.

LOS ANGELES
2999 W. 6th St.

CLEVELAND
1325 Lakeside Ave.

A Dow-Jones Publication

$ $ $ $ $ $ $ $ $

posable an item as a $2.49 all-glass headlamp—I'm sure even Mr. Vance Packard would give three cheers.

Actually, they had to hold me down when I wrote the ad. I had personally thrown away not one but *two* headlamps that still lit and put on GE Suburbans. Now I can see past oncoming cars even if they don't dim for me. And when there's no car coming, my lower beam is so good that I usually forget to flick on my bright lights.

"No," said the client. "Too unbelievable."

Carleton H. Davis,
Creative Director, Batten, Barton, Durstine & Osborn, Cleveland.

• • •

All That's Missing Is the Bar Sinister

To the Editor: Has the "image" of advertising sunk, or sank, to a new low?

The enclosed page from the current Wallace Silversmith catalog, which groups Advertising with Bartending (via martini cuff links) would indicate to me that all of us in the advertising business would be well advised to work daily at correcting our own image. Perhaps "inverting" would be a better word than "correcting."

W. F. Randolph,
Randolph Associates, Wellesley, Mass.

Mr. Randolph enclosed the catalog page for professional cuff links —"Acclaim his profession or hobby with a tell-tale symbol of his calling." No. 133G is dubbed "advertising or bartending," and the illustration shows martini glass (with olive) crossed at the stems.

• • •

Welcomes Material for Course in Advertising

To the Editor: Starting in February, I am giving a short course at New York University: "The Smaller Advertiser."

If any of your readers or advertisers have material that they think would be helpful to this group, I would be glad to receive information on it and bring it to the attention of the class if I consider it pertinent.

Irving K. Marks,
Frank Best & Co., New York.

The Frank Best agency's address in New York is 9 Rockefeller Plaza.

'Electronic Technician' Claims Inquiry Response Record

To the Editor: I read with interest your analysis dated Nov. 14 [Page 84] regarding the study conducted by Erickson Enterprises on the number of data requests handled by publishers. Mrs. Erickson claimed that one publication, no doubt a consumer magazine, reported an apparent record of 75,000 cards in one month.

You may recall that, in 1956 *Electronic Technician* used its first inquiry card and produced over 600,000 inquiry requests from its March issue . . .

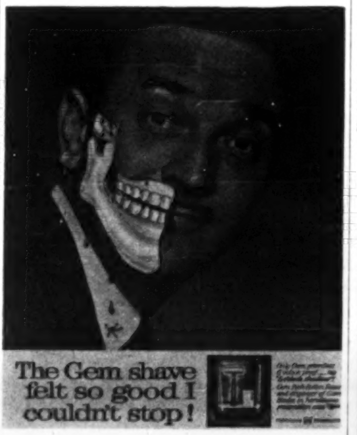
After realizing the problems involved in handling inquiries, we contacted Mrs. Erickson, who has been handling our reader requests ever since. I believe the record for inquiry response from one issue of a trade magazine belongs to an overjoyed (and almost overwhelmed) *Electronic Technician.*

Howard A. Reed,
Publisher, *Electronic Technician,* New York.

• • •

Mr. Lane Puts Teeth Into Gem Blade Ad

To the Editor: We think the Gem ad in *Life,* Nov. 21 issue, was too subtle. Shaving off half of the mustache didn't get the idea over fast enough. One had to study the photograph to get the point and unless one did, the idea that "The Gem shave felt so good he couldn't stop!" fell flat.


The Gem shave felt so good I couldn't stop!

The ad agency that created this ad should have carried the idea much farther, like the attached revision.

As Claud Hopkins once said, "To bite off more sales you have got to put teeth into your advertising."

Bradley Lane,
Bradley Lane Advertising Agency, Denver.

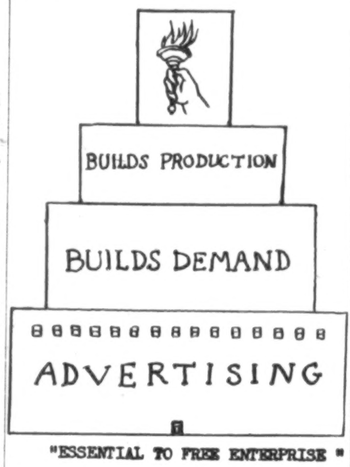
• • •

He Suggests Ad Symbol Based on Word 'Builds'

To the Editor: I have just noted the emblem proposed for public display during Advertising Week next February. I refer to the circle containing the words, "Advertising—Mass Demand—Mass Production" with the slogan "Rolling Ahead Together" below.

As a writer of industrial films and a former member of two New York agencies, I consider myself part of the advertising world. As such I am in full favor of having a good symbol for our business, but I do not think this one does us justice. For one thing I consider the choice of words ill-advised. Also as a means of moving ahead *fast* the wheel is antiquated. "Mass" as used is an ugly word. "Mass Demand" implies the achievement of "Mass Thinking" a la George Orwell. This is certainly not true of the American consumer. Good advertising may influence a great many individuals, but they remain free agents to select or reject as they see fit. In my humble opinion mass motivation belongs more to the Marxists than to Madison and Michigan avenues. In a lesser way, I am anti "Together" and "Togetherness."

Advertising exists because it renders an essential service in our free enterprise system and this fact should be made clear in any campaign directed at the general public. In this regard I should like to suggest an emblem more representative of progress and more exclusively associated with America, the skyscraper. Properly designed the sense of "Mass" and greatness could be conveyed by the picture and not the word. Also such a symbol lends itself to the use of the word "Builds." This might project a better image of a co-ordinated and positive creative effort.



"ESSENTIAL TO FREE ENTERPRISE"

John Larry Washburn,
Washington.

• • •

Feels Harper's Views on Fee System Are Unsound

To the Editor: We are amazed at the inherent sophistry in the usually sound Marion Harper's comments on the Ogilvy-Shell compensation plan (AA, Nov. 21).

One can understand the pique among his competitors that David Ogilvy has again scored with his usual publicity flair as the "adult terrible" of the agency business.

But surely, Mr. Harper would not argue that his own attorneys or auditors are mere employes of still other clients simply because they perform services for a fee.

For that matter most public relations counsel—including I should imagine McCann-Erickson's own pr department—will hardly be heartened to learn from Mr. Harper that they have given up their "essential freedom" to advise in the client's own best interests.

Alfred H. Edelson,
Rytex Co., Indianapolis.

FREE
NEWSLETTER ON DIRECT MAIL ADVERTISING

Keep up-to-date with newest developments in direct mail field. Learn latest ideas, techniques, methods to improve your results. Unique FREE service tells where and how to get facts and articles you want. To get this newsy direct mail guide regularly, without cost or obligation, send your name and address NOW to:

The Reporter of Direct Mail Advertising
282 Seventh St., Garden City, N.Y.

A Court Case?

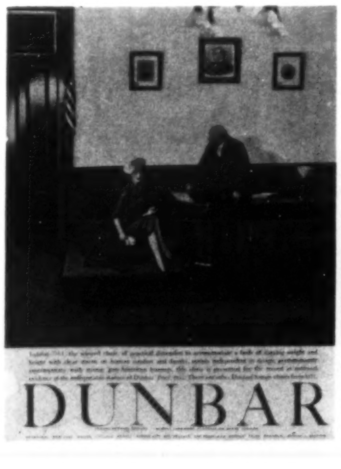
To the Editor: I am cursed with a memory that retains nothing *but* advertising. This, while it does nothing else for me, enables me to recall ads worth stealing from—and directs my attention to those who have stolen.

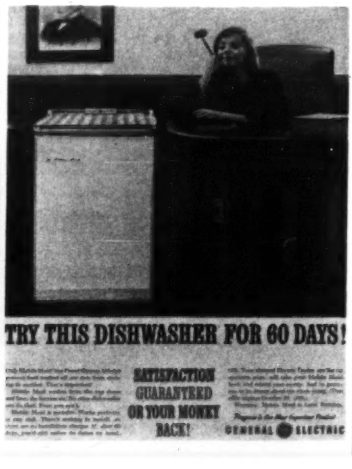
For example, note the Dunbar ad which ran several years ago, then take a look at the visual for GE's Mobile Maid dishwasher cited in Bill Tyler's column in AA for Nov. 14. The judge's bench hasn't changed much since Hockaday used it for Dunbar. The electric plug is in the same place, although one of the pictures on the wall has been shifted a bit.

No need for anyone to feel bad. One of the best ideas I ever had coincided with one of a competitive client—and I know how it feels to be regarded, not as creative, but as a crook.

The important thing, of course, is to have the good taste to steal (consciously or unconsciously) *only the best.*

Donald David,
Campbell-Ewald Co., Detroit.



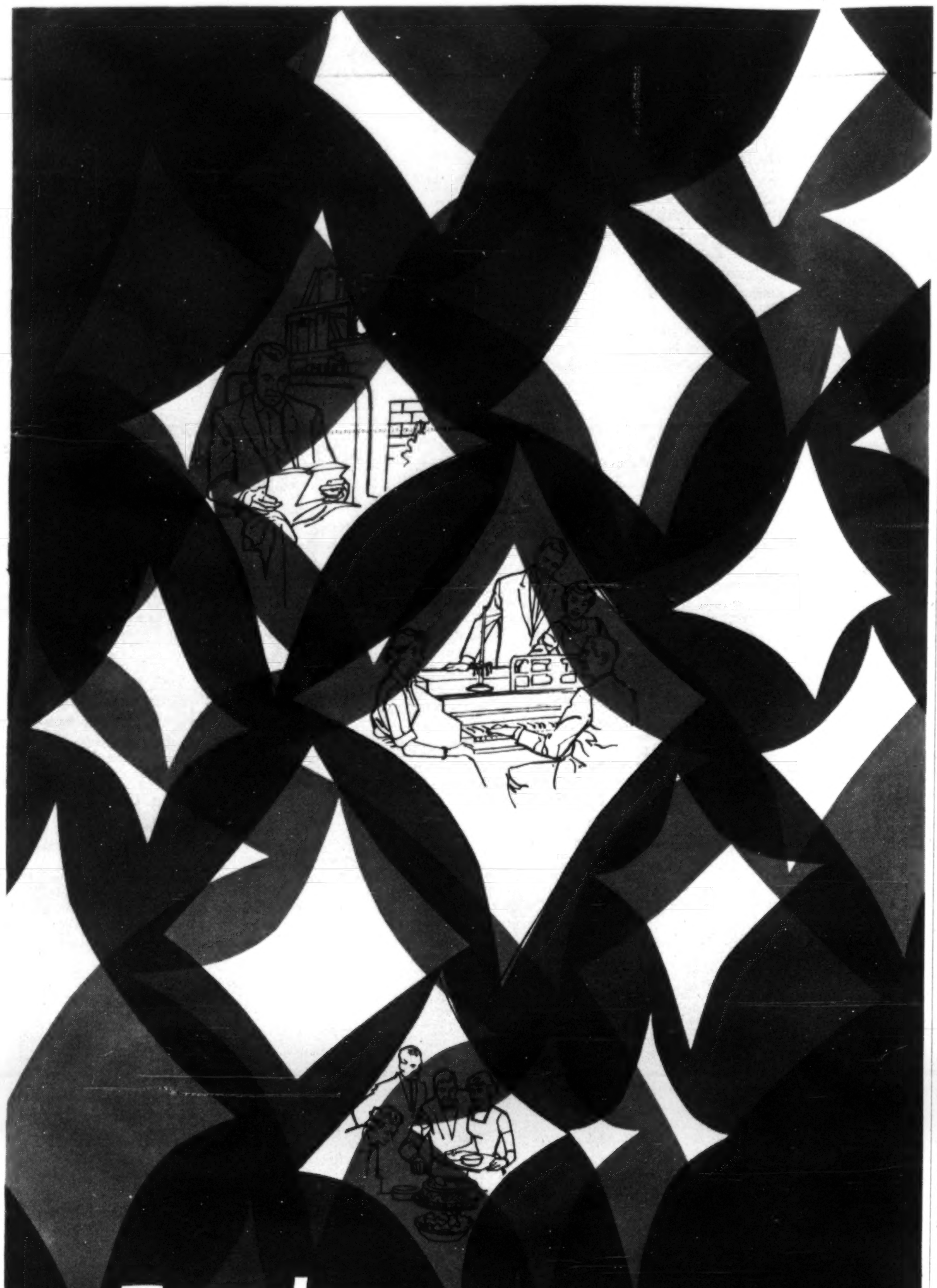

TRY THIS DISHWASHER FOR 60 DAYS!
SATISFACTION GUARANTEED OR YOUR MONEY BACK!
GENERAL ELECTRIC

THE QUALITY TOUCH

These are the hands of a billiard champion. Hands that reflect the experience of the years . . . the dedication of the mind . . . the desire of the heart. These are the elements which produce that quality touch! You'll find them, too, in that which sets great television and radio stations apart from the rest!

Represented by
Edward Petry & Co., Inc
The Original Station Representative

WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS



Together for good reason

The home-centered activities of the 900,000 families who read TOGETHER are reflected in their purchases. (78.6% own their own homes.)

Therefore, if your product is used in the home—whether for everyday living, for recreation, or for home improvement—it is of interest to TOGETHER families.

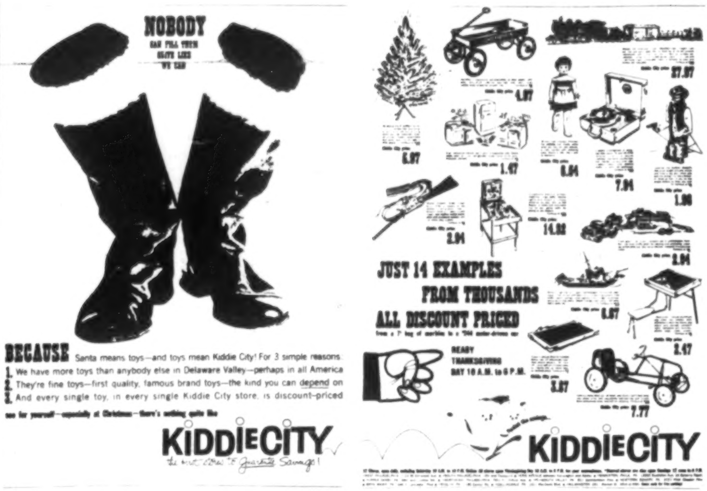
These substantial families have a mutual interest in church and community affairs—which provides a framework of communication that gives added impetus to your sales message when it is in . . .

Together

The midmonth magazine for Methodist Families

740 RUSH STREET, CHICAGO 11, ILLINOIS

ABC



NOBODY
CAN FILL THEM
QUITE LIKE
WE CAN

BECAUSE Santa means toys—and toys mean Kiddie City! For 3 simple reasons:
1. We have more toys than anybody else in Delaware Valley—perhaps in all America
2. They're fine toys—first quality, famous brand toys—the kind you can depend on
3. And every single toy, in every single Kiddie City store, is discount-priced

KIDDIE CITY

JUST 14 EXAMPLES
FROM THOUSANDS
ALL DISCOUNT PRICED

READY
THANKSGIVING
DAY 10 A.M. to 6 P.M.

5.97
4.97
27.97
1.47
8.94
7.94
1.96
2.94
14.92
2.94
6.67
2.47
3.87
7.77

KIDDIE CITY

TOYS GALORE—*The page with Santa's boots was one side of a double truck in the Nov. 24 issues of the Philadelphia Bulletin and the Philadelphia Inquirer, used by Kiddie City, 12-store discount chain. The other page listed the toys. Lavenson Bureau of Advertising, Philadelphia, is the agency.*

Quaker Oats Denies Discriminatory Ad Allowance Payments

WASHINGTON, Dec. 6—Quaker Oats Co., Chicago, has denied Federal Trade Commission charges of paying discriminatory advertising allowances to favored customers.

FTC's complaint, issued in September, cited as a typical example of the allowances a payment of $250 made in 1959 to Benner Tea Co., a retail grocery chain with headquarters in Burlington, Ia.

In its answer Quaker Oats admits that it paid Benner Tea $250 in 1959 and that this payment was not on proportionally equal terms to all other competing customers. However, it denies that the payment "was as compensation or as an allowance for advertising or other services or facilities furnished by or through Benner Tea Co. . .'

■ The company asserts that its "business policy is and has been against acceptance of a customer's solicitation for payments for any advertising, service or facility, if such payments cannot or will not be made available on proportionally equal terms to all other customers competing in the sale and distribution of respondent's products."

Furthermore, the company says, it "has discontinued any payments such as those made to Benner Tea Co., whether or not made as compensation or allowance for advertising or other services or facilities furnished in connection with the customer's offering for sale or sale of products sold to it by respondent."

Further asserting that the proceeding is not in the public interest, Quaker Oats asks dismissal of the complaint. #

Photek Names Two

Laurence Avanzino, formerly vp and director of Old Town Corp., New York, has been named vp in charge of marketing of Photek Inc., Kingston, R. I., new Textron subsidiary manufacturing photocopying materials and equipment. Photek also has named David B. Sargent, formerly with Scott Paper Co., marketing services manager.

'Inquirer' Names Rep

Story, Brooks & Finley, Miami, has been named to represent the *Philadelphia Inquirer* and the *Philadelphia Daily News* in Florida, the West Indies, Central and South America.

WINSTON-SALEM
IS REALLY
GROWING PLACES

. . . all three places, in fact

METROPOLITAN AREA POPULATION UP 29% SINCE 1950

CITY POPULATION UP 26% SINCE 1950

OUTSIDE CITY POPULATION UP 33% SINCE 1950

. . . compared with 11.5% gain for the State of North Carolina. Current Winston-Salem Metropolitan Area population is 188,229 . . . as reported in 1960 Census.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM
JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.

ONLY THREE OTHER CITIES!

In what cities are found newspapers of largest circulation, with the greatest number of paid copies daily?
Here are the cities with the circulation leaders:

1. **NEW YORK**
2. **CHICAGO**
3. **PHILADELPHIA**
4. **KANSAS CITY**

Outside of New York, Chicago and Philadelphia, The Kansas City Star prints and sells more copies daily than any other newspaper in America.

(M) Morning (E) Evening

	DAILY PAID CIRCULATION
New York News (M)	2,003,758
Chicago Tribune (M)	867,940
New York Mirror (M)	827,231
Philadelphia Bulletin (E)	707,823
New York Times (M)	686,246
The Kansas City Star (ME)	**670,444**
New York Journal-American (E)	607,000
Philadelphia Inquirer (M)	606,823
Chicago News (E)	551,462
Chicago Sun-Times (M)	543,504
Boston Record-American (ME)	538,086
Minneapolis Star-Tribune (ME)	527,155
Los Angeles Times (M)	523,626
Detroit Free Press (M)	500,220
Detroit News (E)	480,673
New York World Telegram & Sun (E)	464,205
Atlanta Constitution-Journal (ME)	462,993
Chicago American (E)	454,941
Baltimore Sun (ME)	415,095
Washington Post (M)	401,736
St. Louis Post-Dispatch (E)	396,212
Louisville Courier-Journal & Times (ME)	391,284
Cleveland Press & News (E)	388,247
Milwaukee Journal (E)	375,950
Los Angeles Examiner (M)	374,776
Indianapolis Star & News (ME)	374,228
Detroit Times (E)	373,295
Memphis Commercial-Appeal (ME)	367,143
New Orleans Times-Picayune (ME)	366,422
Los Angeles Herald-Express (E)	361,291
Des Moines Register-Tribune (ME)	358,097
Boston Herald-Traveler (ME)	355,642
New York Herald Tribune (M)	352,490
Boston Globe (ME)	340,071
New York Post (E)	335,840
St. Louis Globe-Democrat (M)	325,832
Miami Herald (M)	321,461
Newsday (E)	317,217
Columbus Dispatch & Citizen-Journal (ME)	316,750
Pittsburgh Press (E)	315,156
Los Angeles Mirror (E)	312,238
Cleveland Plain Dealer (M)	308,142
Long Island Press (E)	302,368

Source: Standard Rate & Data Service, Oct.-Nov., 1960

THE KANSAS CITY STAR

CBS Move Ends 33-Year Epic of 'Amos 'n' Andy'

Pepsodent's 8-Month Effort Got Show on NBC; TV Film Version Continues

NEW YORK, Dec. 6—When CBS Radio slashed most of the entertainment shows from its schedule Nov. 25, it brought an end to an American institution—the "Amos 'n' Andy" show.

During their 33-year history in radio, the famous pair, played by Freeman Gosden and Charles Correll, attracted sponsors and audiences as honey attracts bees. Their popular homespun humor once prompted the late George Bernard Shaw to write: "There are three things I shall never forget about America—the Rocky Mountains, Niagara Falls and Amos 'n' Andy."

Messrs. Gosden and Correll got together in Durham, N. C., in 1920 and for the next few years toured the South, staging shows and singing an occasional duet. In January, 1926, they began their comedy radio show under the name of "Sam 'n' Henry," on WGN, Chicago.

As ADVERTISING AGE reported in a story about the show in its Jan. 10, 1938, issue:

■ "It went big and attracted a real following throughout the Middle West. It was essentially the same nightly fare as now, consisting of simple humor done in colored dialect, but always brightened with a true reflection of Negro psychology by Gosden, a southern boy who has never forgotten his contacts with the colored folks down in his part of the country.

"Their weekly pay checks were hiked when they moved over to WMAQ with their announcer and mentor, Bill Hay, changing, however, from 'Sam 'n' Henry' to 'Amos 'n' Andy,' because WGN claimed ownership of the title. Now 'Amos 'n' Andy' is officially registered at Washington as the personal property of Correll and Gosden.

"After more than a year of their unsponsored nightly appearances, Pepsodent thought the time had come for (1) radio and (2) something other than musical programs. In arranging to use 'Amos 'n' Andy,' they had to do considerable pioneering.

■ "Neither agency nor network was especially keen about the idea," AA reported. "In the first place, National Broadcasting Co. was selling half-hour and hour programs, and why cut the unit to 15 minutes? And in the second place, clearing a spot for an every-evening-except-Sunday presentation looked like a next to impossible job. And in the third place, there was the boys' contract with WMAQ.

"Just to show you that these were real problems, the negotiations for 'Amos 'n' Andy' started in January, 1929, and it wasn't until August of that year that they actually went on the air for Pepsodent. And because of the clearance problem, they broadcast three times an evening until early in 1930, when Standard Oil of California dropped out of the Pacific Coast picture and made it possible for 'Amos 'n' Andy' to reach the whole country with two broadcasts an evening, the arrangement which is still in effect [in 1938]."

■ Sponsors of the show during the early days were never eager to part with their high-rated property. Pepsodent stayed with the show from 1929 through the end of 1937. The reason the toothpaste maker decided to try out the new medium—radio—in the first place, was to meet the heavy competition it was getting from Ipana with its sponsorship of the singing "Troubadours."

How well the show sold Pepsodent is a matter of record. More than a decade after "Amos 'n' Andy" went on the air, Charles Luckman, then president of Pepsodent, was to tell a drug convention that only "Amos 'n' Andy" prevented Pepsodent from being thrown out of drug stores during the price wars of the '30s. The "pine board" stores were then the *bete noire* of the conventional druggists, and the pine boards were selling Pepsodent. The druggists would have heaved Pepsodent off the shelves—except for "Amos 'n' Andy." The demand built by the radio team kept Pepsodent on the market.

■ Campbell Soup Co. took over the NBC show at the start of 1938 and stayed with it when it moved over to CBS in April the following year. Campbell was inviting listeners to hear "Amos 'n' Andy" until it went off as a 15-minute Monday-through-Friday strip in February, 1943.

In the fall of that year, the show went back to NBC, this time as a half-hour weekly Friday night series. Lever Bros. moved in at that time and stayed with the series until the end of 1950, by which time the show was back at CBS.

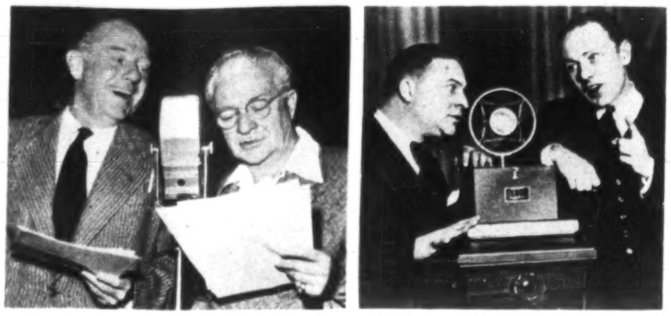
Rexall Drug Co. took over the comedy show early in 1951 and kept it until May, 1954. Rexall built several national promotions around the show. At the time of the program's 10,000th broadcast, the company ran page ads in several national magazines and in newspapers, touting the occasion. Rexall dealers were supplied with "Amos 'n' Andy" banners, pennants, display cards and newspaper mats. About a year later, Rexall ran pages in several magazines announcing a national "Amos 'n' Andy" sale.

■ In the fall of 1954, Messrs. Gosden and Correll began a new Monday-through-Friday 25-minute strip, "The Amos 'n' Andy Music Hall," which ran until its demise last month. The old-style "Amos 'n' Andy" continued as a Sunday night half-hour series until May, 1955, the two shows being run simultaneously for one year.

"Music Hall" featured a mixture of the humor and psychology of the established "Amos 'n' Andy" characters together with popular musical hits of the day. The mythical setting was in the grand ballroom of the lodge of the Mystic Knights of the Sea.

"Music hall" was sold on a participation basis to such sponsors as Chrysler, Curtis Circulation, Ex-Lax, Fram Corp., Grove Labs, R. T. French Co., Frito Co., Kellogg, Maico Electronics, Welch Grape Juice Co. and Whitehall Labs.

Freeman Gosden and Charles Correll had television in mind for at least a decade before they actually introduced their series on that medium. When it was launched on CBS-TV in 1951, with Blatz Brewing as sponsor, it was with Negro actors taking the parts of Amos, Andy, the Kingfish and the others. The tv series ran on the network until 1957. In syndication since 1954 (by CBS Films), it is still a "hot seller." #



AMOS 'N' ANDY—*Charles (Andy) Correll (left) and Freeman (Amos) Gosden are shown in picture at left, spinning some of their warm humor during a radio broadcast of the early 1950s. At right—with Mr. Gosden at left—they are shown in an early broadcast. The pair, whose radio careers were almost as long as the medium itself, gave their last show Nov. 25.*

Suspended: 'Suspense' et Alia

NEW YORK, Dec. 7—Along with "Amos 'n' Andy," other CBS Radio shows which got the ax last month were such old-timers as "Ma Perkins," "Young Dr. Malone," "Right to Happiness" and "Suspense." The rest of the soap operas washed from the schedule include "Whispering Streets," "Couple Next Door" and "Best Seller." Also dropped was the radio version of the television high-rater, "Have Gun, Will Travel." Entertainment shows which remain intact are "Yours Truly, Johnny Dollar," "Gunsmoke" (also available on tv), Art Linkletter's "Houseparty," Garry Moore, Arthur Godfrey and the Bing Crosby-Rosemary Clooney show.

Informacast Names Levitt

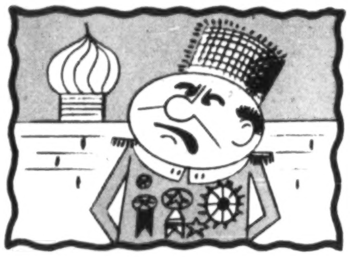
James K. Levitt, a sales representative for National Photo Dealer Corp., New York, has been given the additional title of sales manager of Informacast, a radio programming service recently acquired by National Photo Dealer. Informacast provides one-minute programs of helpful hints to subscribing stations.

Adrian Belt Joins WRDW-TV

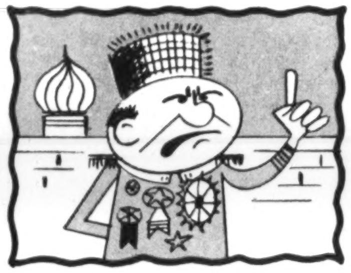
Adrian Jack Belt Jr. has been named news and promotion director of WRDW-TV, Augusta, Ga. He previously was press consultant to Senator Robert C. Byrd (W. Va.) and a free lance Washington reporter.

SAN DIEGO
CALIFORNIA
BUYS
MORE!

Far - Reaching !



We'll be ruined



unless we find a way
to jam this
unauthorized broadcast

Meanwhile, I suppose
I'll have to watch it.

Everyone is impressed by the fast, accurate and complete news coverage on 6. Teamed with NBC, we make a combination that spells "Good News" for advertisers, too.

Your Weed TV man has all the facts.

WCSH-TV
6 NBC for
PORTLAND
MAINE

MAINE BROADCASTING SYSTEM

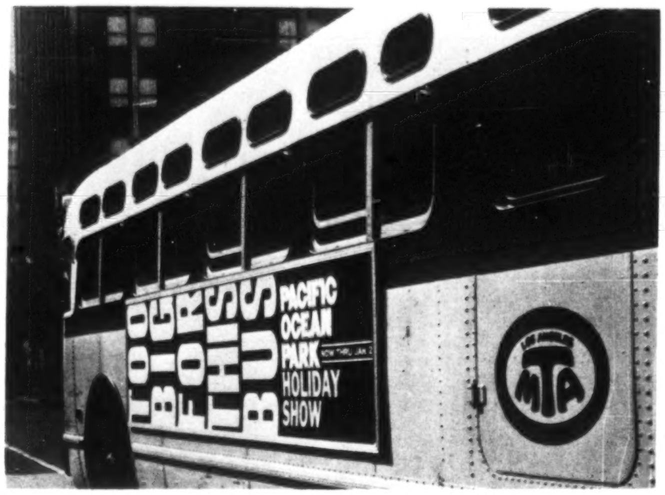
WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

on the green
in one with
the Georgia Group

One easy buy puts you next to the pin on Georgia's great $2 billion sales green . . . the Augusta, Columbus, Macon and Savannah trading areas. And green it is, with retail sales greater than ever. What's the big buy? The Georgia Group newspapers . . . reaching 4 times as many homes as any other paper in the market! And it's yours . . . with one order, one bill, one check, and savings of 13% on 10,000 lines or more. Call your local Branham man for full information. No obligation, of course.

THE
Georgia Group

AUGUSTA Chronicle and Herald MACON Telegraph and News
COLUMBUS Ledger and Enquirer SAVANNAH News and Press
Represented nationally by THE BRANHAM COMPANY



TOO BIG—*Pacific Ocean Park, Santa Monica, Cal., has launched its final ad drive of the 1960 season with these "sideways" posters on buses, as well as ads in Los Angeles and Long Beach newspapers, 30 school and college papers and a spot radio campaign. Fuller & Smith & Ross, Los Angeles, is the agency.*

Kurtz Forms Agency

A new agency, Gerald N. Kurtz Advertising, has been formed in New York at 312 E. 95th St. The Kurtz agency is an offshoot of Metropolitan Travel Display, which has functioned in the area of dimensional advertising. Mr. Kurtz has won awards for his industrial exhibits and displays. The agency's first client is ShipSide Car Delivery, a Dutch company specializing in car purchasing abroad.

Marshall Joins Tatham

John Marshall has joined Tatham-Laird, Chicago, as a group merchandising executive. Mr. Marshall formerly was an advertising and merchandising representative for *Woman's Day* for the past six years.

Potts-Woodbury Opens in N.Y.

Leonard Bridges, formerly an account executive of Needham, Louis & Brorby, New York, has been named manager of the new New York office of Potts-Woodbury, at 527 Madison Ave. The agency, headquartered in Kansas City, will service the American Wool Council and other clients in its New York office.

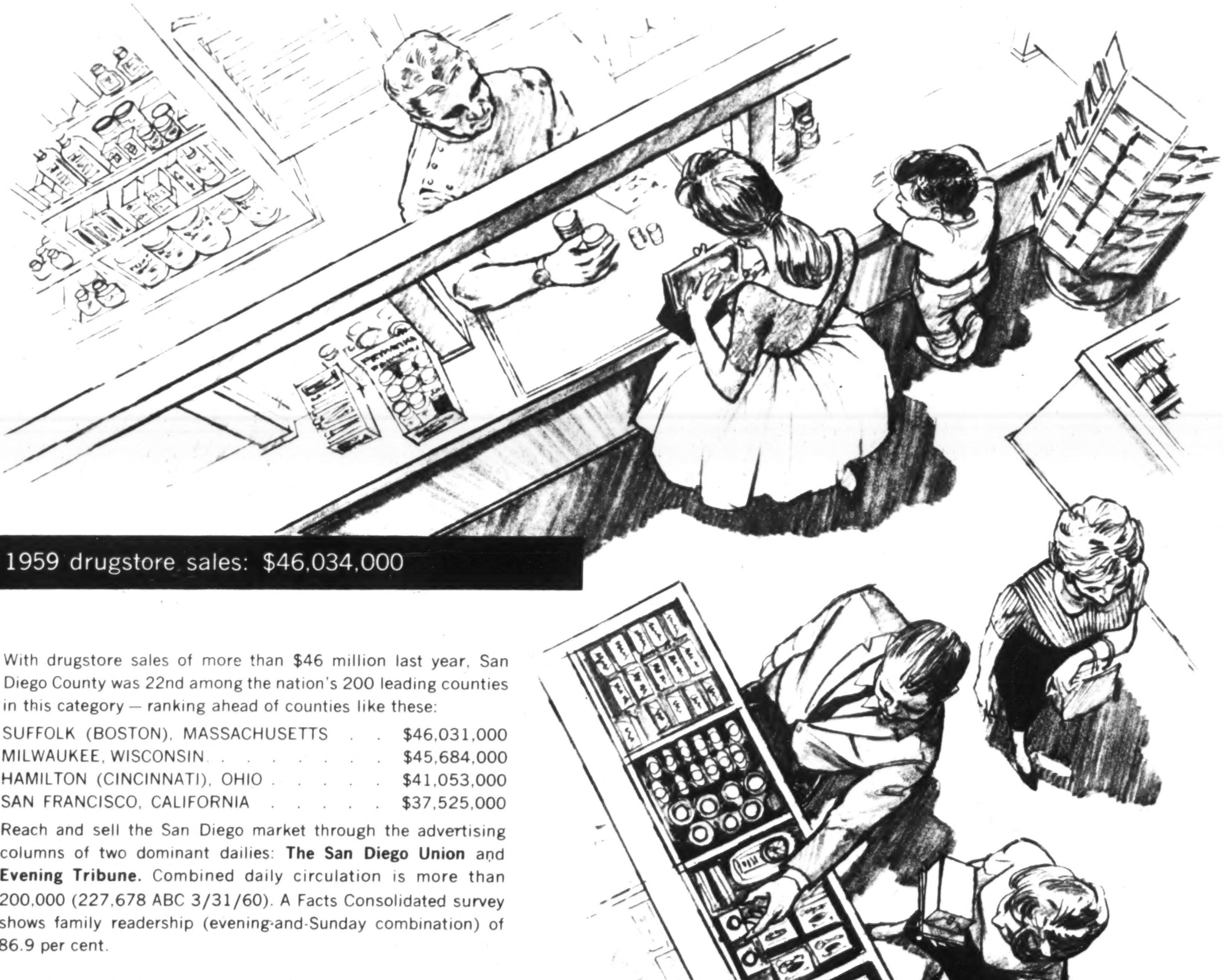
Anchorage Daily Times
SIANS FREE 2 AMERIC

In ANCHORAGE People Buy The Products Advertised In This Paper

Alaskans shop daily . . . with their Alaskan dailies. Call your West-Holliday man for complete information.

One of four great Alaska Dailies

REPRESENTED BY
West-Holliday Co. Inc.
NEWSPAPER PUBLISHERS REPRESENTATIVES
Owned and operated by Nelson Roberts and Associates
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE



1959 drugstore sales: $46,034,000

With drugstore sales of more than $46 million last year, San Diego County was 22nd among the nation's 200 leading counties in this category — ranking ahead of counties like these:

SUFFOLK (BOSTON), MASSACHUSETTS	$46,031,000
MILWAUKEE, WISCONSIN	$45,684,000
HAMILTON (CINCINNATI), OHIO	$41,053,000
SAN FRANCISCO, CALIFORNIA	$37,525,000

Reach and sell the San Diego market through the advertising columns of two dominant dailies: **The San Diego Union** and **Evening Tribune.** Combined daily circulation is more than 200,000 (227,678 ABC 3/31/60). A Facts Consolidated survey shows family readership (evening-and-Sunday combination) of 86.9 per cent.

SALES ESTIMATES COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.
(NELSON ROBERTS & ASSOCIATES)

ADVERTISEMENT

MARKET MAN? Join the many others who sell in the sweet Vermont market with just one order, one bill, one buy. With the Vermont Allied Dailies, your message is beamed over the area where 93.9% of Vermont's $570 million* buying power originates. Write TODAY for details. THE VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.

Chamberlin to Brooks

W. O. Chamberlin Jr., formerly director of advance planning in the technological center of Cook Electric Co., Chicago, has been named director of marketing of Brooks & Perkins, Detroit, military manufacturer.

Hiram Walker Names Roddy

T. E. Roddy, formerly point of sale manager of Schlitz Brewing Co., has been named assistant sales promotion manager of Hiram Walker Inc., Detroit, a new position.

Crosley Promotes Schneider

Sam B. Schneider, who joined Crosley Broadcasting Corp. last June as an account executive in the WLW radio division in Chicago, has been named sales manager for the central division.

Anello McGannon Hall Cohen Bell

RELAXED CHATTER—*Between-sessions talk at National Assn. of Broadcasters conference in New York provides pleasant moments for Douglas Anello, NAB; Donald H. McGannon, Westinghouse Broadcasting Co.; William J. Hall, WCHN, Norwich, N.Y.; Maurice Cohen, WCAP, Lowell, Mass.; and William H. Bell, WHEN, Syracuse. This was the last of eight fall conferences by the NAB.*

Sell 7 Rich Negro Markets Thru ROUNSAVILLE RADIO!

The 1,433,000 Negroes in six metropolitan areas covered by Rounsaville Radio earn a *spendable* income of 824 million dollars annually. They spend 80% of their gigantic income for consumer goods—*quality*, *name brand* products! And Rounsaville Radio is the only medium that reaches and *sells* this vast consumer group! Rounsaville Radio is patterned to Negro tastes, programs 100% to Negroes with Negro talent. All six Rounsaville Stations are rated Number-One by both Pulse and Hooper! Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

Personal Letter

Negroes listen, believe — and most important — *respond* to Rounsaville Radio. We feature Negro disc jockeys and personalities, schedule programs the Negro likes and listens to. No matter what your budget . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Rounsaville Radio or you completely miss the Negro consumer in these six important markets! Try Rounsaville Radio—you'll see! We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

Coming Soon—Dallas-Fort Worth

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

Judge Bars Future Block Booking of Films to TV Stations

NEW YORK, Dec. 6—Federal Judge Archie O. Dawson ruled last week that six large distributors had engaged in block booking of motion pictures to television, but he declined to order renegotiation of contracts involved in this case.

The companies, which were found to have violated the Sherman Anti-Trust Act by requiring tv stations to buy their feature films in a group, were Loew's Inc., United Artists, C&C Super Corp., Screen Gems, Associated Artists Productions and National Telefilm Associates. The government complaint against the distributors was filed about three years ago. The complaint charged that the companies had refused to sell their movies except on a block booking basis, starting in 1956.

■ The judge indicated that an injunction barring such practices in the future would be issued. But he ruled against the government in its request for a decree directing the companies "to offer to renegotiate the existing contracts entered into between them and television stations in the U.S. so as to give any such station an opportunity to license defendants' feature films on a picture-by-picture and station-by-station basis." #

Douglas to Design Planning

Charles G. Douglas Jr., formerly vp of Lewis & Gilman, Philadelphia, has been named vp of Design Planning Associates, a company specializing in store planning, package and trademark design.

Katz Agency Names Lochridge Newspaper General Manager

W. Fiske Lochridge

W. Fiske Lochridge has been named general manager of the newspaper division of Katz Agency, New York, media representative. Mr. Lochridge formerly was assistant to his predecessor, Abe Doris, who will retire Dec. 31 after 41 years with the organization. Mr. Doris is also was vp and secretary of Katz.

The company also has created two new assistant sales manager posts in its newspaper division. Ted Rathbone will be in charge of sales development for client newspapers, while Robert Keim will be responsible for administration. All appointments were in New York.

Canadian Ingersoll-Rand Moves Bulk of Account to Stanfield

Canadian Ingersoll-Rand Co., Montreal, will move the biggest part of its $130,000 account from McConnell Eastman & Co. to Stanfield, Johnson & Hill, Montreal, Jan. 1. It is understood that McConnell will retain an unspecified segment of the account.

Ajax Names Butrick

Ajax Mfg. Co., Cleveland, has named Butrick & Associates, Cleveland, to promote its forging presses, forging machines and other machinery. The campaign will include ads in industrial publications, technical publicity and collateral materials.

Ad Course at Hebrew U.

Hebrew University, Jerusalem, has included advertising as part of its course in business administration. Eliyhu Tal, president of Tal Ariely Agency and chairman of the Israel Advertising Assn., is lecturer.

New London—Connecticut's 2nd Household Market For Eat & Drink!

If Eat & Drink sales are your bread and butter, you'll sell more in New London, 2nd highest in Eat & Drink sales per household among all Connecticut cities of 25,000-or-over.* Coverage? The Day gives you 98% city zone!

*SM '60 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

ONE GOAL... TWIN BENEFITS!

Newspaper advertisers in the South Bend market enjoy two advantages unduplicated in other Indiana Metro Areas: Highest Income Audience—The per household income in South Bend's Metro Area is $7553* . . . highest in the state! Greatest Newspaper Coverage—The South Bend Tribune provides 92.0% coverage of its Metro Area. No other Indiana newspaper matches this Metro market coverage.

In addition, The Tribune has sales producing circulation in 15 Indiana and Michigan counties. Want the full facts? Write for free 1960 market data book.

*S.M.'s 1960 Survey of Buying Power.

The South Bend Tribune

Franklin D. Schurz, Editor and Publisher • Story, Brooks & Finley, Inc., National Representatives.

Here are some of the newspapers and supplements who saw the value of Advertising Age's readership and leadership for their promotion efforts during the first 8 months of 1960.

Akron Beacon-Journal
Alaska Dailies
Ann Arbor News
Appleton Post-Crescent
Atlanta Constitution Journal
Atlantic City Press
Baltimore News-Post, American
Baltimore Sun Papers
Bangor News
Barre Times
Baton Rouge State-Times Advocate
Bay City Times
Bloomington Pantagraph
Booth Michigan Newspapers
Boston Globe
Boston Herald, Traveler
Buffalo Courier-Express
Buffalo News
Burlington Free Press
Charleston (W.V.) Gazette, Mail
Charleston (SC) Post News & Courier
Charlotte News, Observer
Chattanooga News-Free Press, Times
Chicago Daily News
Chicago Defender
Chicago's American
Chicago Sun-Times
Chicago Tribune
Cincinnati Enquirer
Cincinnati Post & Times Star
Cleveland Plain Dealer
Columbus Dispatch, Citizen-Journal
Copley Greater Los Angeles Group
Copley Northern Illinois Group
Corpus Christi Caller, Times
Dallas News
Denver Post
Des Moines Register Tribune
Detroit Free Press
Detroit News
Detroit Times
Eau Claire Leader, Telegram
El Paso Herald-Post, Times
Eugene Register-Guard
Fargo Forum
Flint Journal
Fort Lauderdale News
Fort Wayne Journal, News, Sentinel
Fort Worth Star-Telegram
Gary Post-Tribune
Georgia Group
Grand Rapids Press
Green Bay Press-Gazette
Greensboro News Record
Houston Chronicle
Houston Post
Indianapolis Star & News
Jackson (Mich.) Citizen Patriot
Jackson (Miss.) Clarion Ledger, News
Kalamazoo Gazette
Kansas City Star
Knoxville News-Sentinel
Long Beach Press-Telegram
Los Angeles Herald-Express
Los Angeles Mirror
Los Angeles Times
Louisville Courier-Journal, Times
Lubbock Avalanche-Journal
Lynn Item
McClatchy Newspapers
Memphis Commercial Appeal, Press Scimitar
Miami Herald
Miami News
Million Market Newspapers
Milwaukee Journal
Minneapolis Star, Tribune
Montgomery Advertiser, Journal
Muncie Press-Star
Muskegon Chronicle
Nashville Banner, Tennessean
New Britain Herald
New England Newspapers
New Haven Register & Journal Courier
New London Day
Newport (R.I.) News
Newport (Va.) News Press, Times-Herald
Newspaper Marketing Association
New York Herald Tribune
New York Journal-American
New York Journal of Commerce
New York Mirror
New York News
New York Times
New York World-Telegram & Sun
Oakland Tribune
Oklahoma City Oklahoman & Times
Omaha World-Herald
Orlando Sentinel Star
Peoria Journal, Star
Philadelphia Bulletin
Philadelphia Inquirer
Philadelphia News
Phoenix Republic & Gazette
Pittsburgh Post Gazette & Sun Telegram
Pontiac Press
Portland (Me.) Express, Press Herald, Telegram
Providence Journal, Bulletin
Quad City Newspapers
Quincy Herald-Whig
Roanoke Times, World-News
Rochester Post-Bulletin
Rockford Star-Register-Republic
Rock Island, Moline Argus Dispatch
St. Louis Globe-Democrat
St. Louis-Illinois Interurbia Group
St. Louis Post-Dispatch
St. Paul Dispatch, Pioneer Press
Salt Lake City Newspapers
San Antonio Light
San Bernardino Sun & Telegram
San Diego Tribune, Union
San Francisco Chronicle
San Francisco Examiner
San Francisco News-Call Bulletin
San Jose Mercury & News
Scranton Times
Scripps-Howard Newspapers
Seattle Times
Sioux City Journal-Tribune
Skokie News
South Bend Tribune
South Dakota Triple Market Group
Spokane Chronicle, Spokesman-Review
Springfield (Ill.) State Journal, Register
Springfield (Mass.) Union Republican & News
Syracuse Herald-Journal
Tacoma News-Tribune
Temple Telegram
Toledo Blade & Times
Trenton Times-Advertiser
Tucson Star, Citizen
Tulsa Tribune, World
Wall St. Journal
Washington Post
Washington Star
Waterloo Courier
Wilmington Journal, News
Winston-Salem Journal
Worcester (Mass.) Telegram-Gazette

All Florida Magazines
American Weekly
Family Weekly
First 3 Markets Groups
Locally Edited Gravure
Metropolitan Sunday
Metro Sun Comics
Parade
Puck-The Comic Weekly
Suburbia Today
Sunday
This Week

Advertising Age
Coffee Marketer Yanks Ads, Hits 'Unfair' Rates
ABC-TV, Aided by Big Y&R Buy, Adds 4 Hours of Day Programming

1 Year (52 issues) $3

CORRECTION§

AA
FIRST
IN NEWS-PAPER LINAGE

AA CARRIED MORE LINES OF NEWSPAPER PROMOTION THAN ALL OTHER BOOKS IN THE FIELD COMBINED*

ADVERTISING AGE	762,034 LINES
SALES MANAGEMENT (including Survey of Buying Power)	189,560 LINES
PRINTERS' INK	114,800 LINES
MEDIA/SCOPE	73,724 LINES

§ Inadvertently the linage statistics for Sales Management did not include the Survey of Buying Power when this advertisment originally appeared in Ad Age on November 21, 1960.

*January-August 1960 (Does not include Canadian or foreign newspapers or supplements)

IT'S NOT HARD TO SEE WHY AD AGE IS FIRST IN THE PROMOTION PLANS OF THE PUBLISHER, AD MANAGER OR AGENCY WHO HAS NEWSPAPER SPACE TO SELL. FOR AD AGE IS FIRST IN PAID CIRCULATION (49,928) AND FIRST IN TOTAL READERSHIP (188,727). YOU, TOO, CAN SPARK YOUR PUBLICATION PROMOTION PROGRAM BY EXPOSURE IN AD AGE.

API-Statistical Tabulating Co.

To serve you better . . . A new division of
WORKMAN DIVERSIFIED ENTERPRISES,
WORKMAN
RESEARCH

USE WORKMAN'S MARKET-MEDIA DATA BANK More than a half-million IBM cards containing county level magazine, newspaper coverage and market data provide information fast—tailored to your needs, and at cost of tabulation ONLY.

offers complete facilities and services with which to assist you at every stage of planning and executing complete, economical research projects and programs.

DESIGN · SAMPLING · CODING · TABULATING · PRESENTATION

At every step in MEDIA • MARKET • PRODUCT research, there's a Workman man to help you.

NEW YORK CHICAGO—WH 4-6255 LOS ANGELES

Walter D. Teague, Ad Artist, Industrial Design Leader, Dies

FLEMINGTON, N. J., Dec. 7—Walter Dorwin Teague, famed industrial designer, whose ornamental borders for advertisers once were known as "Teague borders," died of a heart attack here yesterday. He would have been 77 on Dec. 18.

Mr. Teague, a Hoosier, came to New York in 1903, after deciding to become an artist. He got his first work lettering signs and sketching men's accessories for mail order catalogs.

In 1907 he started designing advertising and books and doing magazine illustrations. He turned to industrial designing in 1926, and his first major client turned up in 1927—Eastman Kodak Co. Subsequently he was consultant to such companies as Ford, Procter & Gamble and General Foods.

In the 1930s he designed the Marmon automobile, widely regarded as ahead of its time. He and his associates more recently designed the interior of the Boeing 707 jet airliner.

■ Mr. Teague, who designed many products in use today, once said, "Color can't be handled with earthmoving machinery. It must be played like a musical score, and I am convinced that there is no formula which can be substituted for a natural but trained color sense."

First president of the American Society of Industrial Designers, Mr. Teague was also a past president of the American Institute of Graphic Arts and a fellow of the Royal Society of Arts of England. In 1957 he was given a special award by the American Society of Industrial Design for "distinguished services to the profession." In 1959 he was elected to the Distribution Hall of Fame by the Boston Conference on Distribution.

Austin Scannell, PR Exec at BBDO, Is Dead at 62

MANHASSET, N.Y., Dec. 6—Austin J. Scannell, 62, an executive for 17 years in the pr department of Batten, Barton, Durstine & Osborn, died Dec. 1 in North Shore Hospital following a heart attack.

As manager of the product publicity division for eight years, he created, directed and supervised national publicity programs for Campbell Soup Co., Bristol-Myers Co., William Carter Co., Ocean Spray Cranberries, United Fruit Co., Westclox and U.S. Steel Corp.

Before joining BBDO in 1943, Mr. Scannell was a pr executive with National Dairy Products Corp. and a publicity writer for Columbia Broadcasting System.

For nine years he was city editor of the *Albany Evening News* and the *Albany Knickerbocker Press.* He had also been city editor of the *Bangor Commercial* and a reporter with the *Boston Advertiser, Boston American* and *Syracuse Herald.*

Mr. Scannell was cited in 1949 for "outstanding service" by the Publicity Club of New York, which elected him president in 1950.

SYDNEY G. WALTON

SAN FRANCISCO, Dec. 6—Sydney G. Walton, 59, vp in charge of the Kenyon & Eckhardt office here until his retirement on Dec. 31, 1959, died of a heart attack Dec. 4.

Before joining the agency on July 1, 1952, Mr. Walton was vp in charge of advertising and pr of Matson Navigation Co. Following his retirement, he devoted much of his time to his life-long interests in the arts and civic affairs. At his death, Mr. Walton was in the midst of his term as a member of the San Francisco Redevelopment Agency.

Hallowell Resumes State Job

Jack Hallowell, former Montana state advertising director, has returned to his post. He had held it for nearly four years before resigning in December, 1958, to become publicity director of Western Life Insurance Co., Helena. He left the insurance company because he did not want to move with it to its new home office in St. Paul, Minn.

Zandi Adds Two Accounts

Rio Grande Gas Co. and Micro Ammunition have retained W. C. Zandi Advertising Agency, Las Cruces, N. M. Plans for the latter include space in national special interest magazines. Rio Grande Gas, a new company, will use local print and broadcast media.

WHAT DOES THE PRESS THINK?

How do newspapers and magazines like our complete-range programming? You'll find the answers in these few quotes taken from unsolicited articles published since 1959:

"More than 500 letters a month and the praise of local critics testify to the success of WJR's adult programming in the fine arts."
NEW YORK TIMES, August 14, 1960

"This 50 KW, clear-channel station is successfully programming in the grand manner with shows that are expensive, live, carefully produced and dignified."
BROADCASTING, Oct. 12, 1959

"[WJR's] Radiance fans out . . . to cover a wide Midwestern area, reaching into Canada, focusing wherever there are people who love really good music—and are interested in discussion."
TV-RADIO MIRROR, May, 1960

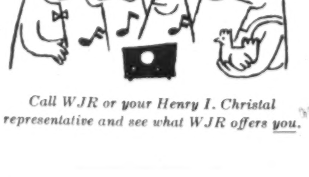
"From the response . . . and the other AM radio stations which are starting to follow WJR's lead, the station . . . has proved its point."
DETROIT FREE PRESS, Feb. 28, 1960

"We like the new WJR principally because it treats its listeners as mature adults. Acting on the widely neglected premise that radio listeners are intelligent beings, the directors have used good judgment and refreshing imagination in formulating their programs. Varied entertainment, culture and instruction are available, brightly packaged and wittily presented."
MICHIGAN CATHOLIC, March 31, 1960

"Detroit's WJR—Heard Here Is an Oasis in Radio's Sameness."
CLEVELAND PRESS, July 22, 1959

". . . WJR is the prophetic voice of the future if AM radio is to survive as a medium deserving and receiving the attention of adults."
CHRISTIAN SCIENCE MONITOR, Boston, June 23, 1959

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL



Call WJR or your Henry I. Christal representative and see what WJR offers you.

C. J. Giezendanner, Founder of Houston Agency, Dies at 51

HOUSTON, Dec. 6—Charles J. Giezendanner Jr., 51, a partner in Gregory-Giezendanner Co. and an advertising man since 1934, died here yesterday after a recent heart attack. His agency is one of the leading Houston agencies, and Mr. Giezendanner had been active in Houston civic affairs.

■ Born in New Orleans in 1909 and raised in Houston, Mr. Giezendanner started work in the sales department of the Texas Co. in 1933. He became an account executive for the John L. DeBrueys Advertising Agency in 1934 and opened his own agency, Giezendanner Co., in 1937. In 1951 he took in as a partner his father-in-law, Lloyd J. Gregory, former general manager of the *Houston Post*, and the agency became Gregory-Giezendanner Co.

Mr. Giezendanner was an organizer of the Houston Farm & Ranch Club, of the Salt Grass Trail Ride, and of the Junior Chamber of Commerce. He was a director of the locally prominent Bill Williams Charity Capon Dinner Foundation and participated in many other clubs and civic activities.

JOHN J. DUFFY JR.

CLEVELAND, Dec. 6—John J. Duffy Jr., 35, president-treasurer of Duffy, McClure & Wilder, died December 4 when a plane he had recently bought crashed during a routine familiarization flight.

Mr. Duffy had founded a one-man agency in Cleveland after his return from naval service in World War II. About four years ago the growing agency became Duffy & Willson Co.; Mr. Duffy remained president.

Three years ago, Mr. Duffy acquired the properties of McClure & Wilder, Warren, O., an industrial agency. He was negotiating for additional acquisitions before his death.

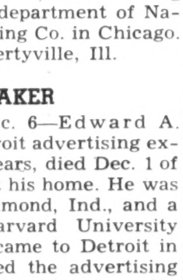
EVERETT A. LANDE

CHICAGO, Dec. 6—Everett A. Lande, 43, a sales representative for WIND radio station, died of a heart attack Nov. 27 in Victory Memorial Hospital, Waukegan, Ill.

Mr. Lande, born in Chicago, joined WIND in 1944, after working in the program department of National Broadcasting Co. in Chicago. He lived in Libertyville, Ill.

EDWARD A. BAKER

DETROIT, Dec. 6—Edward A. Baker, 63, a Detroit advertising executive for 24 years, died Dec. 1 of a heart attack at his home. He was a native of Richmond, Ind., and a graduate of Harvard University law school. He came to Detroit in 1936 and founded the advertising agency which bore his name, located in the Book Bldg. #



ADVERTISEMENT

MEN WHO WANT TO SELL the sweet Vermont market can do it easily and economically with just one order, bill, buy! Use the VERMONT ALLIED DAILIES, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. Get details today! write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.

Carpenter-Proctor Becomes Carpenter, Matthews & Stewart

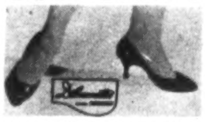
Carpenter, Matthews & Stewart Inc. is the new name for the Newark and New York agency formerly known as Carpenter-Proctor. Thomas H. Stewart, formerly vp and director of public relations, has been named president and a director of the agency. Founder Gilbert S. Carpenter, formerly president, becomes chairman and treasurer. The agency's creative director and an original principal and vp, John V. Matthews, was named exec vp. Barron Proctor's withdrawal from the agency was announced earlier this fall.

FDA Delists Red No. 1 Color

The Food & Drug Administration has delisted from the list of colors available the color known as Red No. 1, because tests have shown that the coal tar color causes liver damage in test animals. Products presently on the market are not affected, but the color may not be used in the future. It has been used primarily in maraschino cherries, frankfurter casings, ice cream and other foods.

Rowles Joins Caldwell

Daniel H. Rowles has joined the staff of Caldwell, Larkin & Sidener-Van Riper, Indianapolis. He formerly was a space representative of Meredith Publishing Co.



PHOTOGRAPHIC POST CARDS

Any Quantity!

Quick Deliveries

Why lose sales when in less than a week's time, you can scoop the market by mail with new models. No special art work needed. Send us your photograph or negative & we'll prepare samples without cost or obligation.

The GROGAN PHOTO CO.

*FIRST in Cleveland in new Automobile ADVERTISING**

6TH in America in total Advertising

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

**Source: Media Records*

PHOTO REVIEW OF THE WEEK

Haldeman Chaffee Williams Strouse

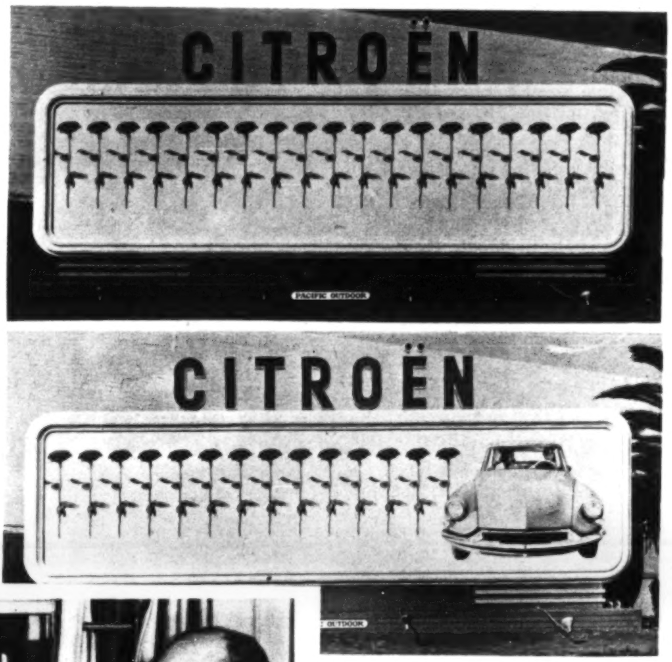
INTRODUCTORY MEETING—*H. R. Haldeman, new manager of J. Walter Thompson Co. office in Los Angeles, joins Norman H. Strouse, agency president, in meeting clients Ed Chaffee, Ford Dealers Advertising Assn. of Southern California, and Harry Williams, Francis I. duPont & Co., at introductory luncheon in Los Angeles.*

Holm Tobin Radding Price

JPOAA OFFICERS—*Sidney W. Tobin, Gateway Outdoor Advertising Co., East McKeesport, Pa., and Joseph Radding, Radding Signs, Springfield, Mass., congratulate each other on their re-election as president and board chairman, respectively, of the Junior Poster Outdoor Advertising Assn. Other new officers are Francis Holm, JPOAA, Kansas City, secretary-treasurer; Steve Price, City Sign Service, Kansas City, midwestern vp; and Aaron Roth (not shown), Empire Advertising, Irvington, N.J., eastern vp.*

Splittorf Wermen Carroll Hendell Schorr

SMOKE-FILLED ROOM—*Magnus Hendell, director of advertising of Bayuk Cigars Inc., guest speaker at a meeting of the Philadelphia chapter of the American Assn. of Newspaper Representatives, talks with Richard Splittorf, chapter president, and three executives of Wermen & Schorr, Bayuk Cigar's agency—David Wermen, Helen Carroll and J. Leonard Schorr.*



ROSY PICTURE—*Citroen Cars Corp., Los Angeles, is using this rotating board in Los Angeles, on which a row of 19 identical roses is seen for a week, with five of the roses replaced by a Citroen after that. The product name appears only atop the board. Guerin, Johnstone, Gage, Los Angeles, is the agency.*

Higgins Goldman Sinclair McCollough Layne Petgen Beckjorden Marcoux

NAB IN GOTHAM—*Camera man at New York regional meeting of the National Assn. of Broadcasters found J. M. Higgins, WTHI, Terre Haute, Ind.; Simon Goldman, WJTN, Jamestown, N.Y.; Dody Sinclair, WJAR-TV, Providence; Clair McCollough, Steinman Stations, Lancaster, Pa.; C. N. Layne, KID-TV, Idaho Falls, Ida.; A. B. Petgen, American Research Bureau; Elizabeth M. Beckjorden, station representative; and Rudolph O. Marcoux, WLBZ-TV, Bangor, Me. The regional meeting was held at the Hotel Biltmore.*

Rosen Nielson Monohan Hartenbower Bernard Reider Luster Woodland

FINAL FALL MEETING—*Talking things over at the last of eight fall conferences by the National Assn. of Broadcasters are E. David Rosen, WAST, Albany, N.Y.; Sam S. Nielson, WTRY, Troy, N.Y.; Richard J. Monohan, WAVZ, New Haven; E. K. Hartenbower, KEMO-TV, Kansas City; J. J. Bernard, KTVI, St. Louis; Robert S. Reider, WRAW, Reading, Pa.; Betty Luster, Film Service International; and Paul Woodland, WGAL-TV, Lancaster, Pa.*

Of the top ten markets in the U. S., nine are cities but one is a state! Iowa, with a population of 2,807,700 ranks after New York, Los Angeles, Chicago, Philadelphia, Detroit and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance... uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath, radio.

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore

42nd St. at Lexington Ave., New York 17, N. Y.
MU 6-6000
C. C. Philippe, Executive Vice-President
and General Manager

Imports Reduce U.S. Consumer's Bias Against Foreign Goods, 'Time' Finds

Study by Y&R Finds Belief Foreign Wares Are Better in Some Ways

NEW YORK, Dec. 6—Most Americans continue to be loyal to U.S. brands, but imported products are making significant inroads.

This seems to be the major implication of a new study, "Is Made in U.S.A. Passé?" The study, based on interviews with 2,600 consumers, was made by Young & Rubicam for *Time*.

Presenting results of this study to a group of admen last night, Robert Meyer, a Y&R researcher, reported:

"Any taint of consumer disapproval because goods are foreign made has been substantially dissipated. There is little aversion to foreign products. The public refers to and owns products of many countries.

"America is developing as a free marketplace. The quality and value of goods are the determining factors in their acceptance.

"Price, of course, is ever important, and careful study should be given to determine for any industry the point at which foreign price advantage will interfere with the sales of American-made products."

■ The study shows clearly that imported products have won their greatest acceptance among "the younger people, the better educated people, the upper income people and coastal dwellers." These are the people, Mr. Meyer pointed out, who are most likely to own foreign products and to switch to foreign products.

Nevertheless the study revealed a huge reservoir of patriotism involved in the buying act. Asked which brand the consumer would like most to own (assuming all three were equally good)—a U. S. brand made in this country; a U. S. brand made abroad, or a foreign brand sold here—93% selected the homemade brand.

When this question was followed by one asking which he would most likely buy if the American-made brand cost 20% more, the percentage selecting the homemade brand dropped to 59%. Most of the difference went to U.S. brand made in another country, with 14% going to the foreign brand.

The study also showed that Americans feel that the best products still are made in the U.S., although there were some surprises here.

■ For example, 83% of the women interviewed said the U.S. produces the best sewing machines, followed by England, Italy, West Germany and Japan. Mr. Meyer commented that this was interesting in view of the fact that Japan sold 1,000,000 units in this country last year, accounting for 55% of the market. Mr. Meyer wondered how many readers of the Sears, Roebuck catalog read the small type in the back which showed that the Kenmore sewing machines are made in Japan.

Another surprise was the good showing made by foreign cars. Nearly one of every four respondents said that a country other than the U.S. makes the best cars. Mr. Meyer suggested that advertising might have something to do with this result.

He reported that Y&R took 50 issues of *Life* and *The Saturday Evening Post* and examined the ads which were "read most," according to Starch scores. There were 24 automobile ads in this group, and no fewer than 21 were ads for foreign cars—10 for Volkswagen alone.

■ "Consumers may not always buy products which they think are best," Mr. Meyer said, "but it may be a little unsettling to those in Detroit to find that every fourth person feels that a foreign country makes the best car. England, West Germany and France are the ranking second choice contenders."

The study also tried to gauge product images of different countries. In terms of "service is easier to obtain," England, West Germany and Switzerland were on top, and—surprisingly—Japan was a little ahead of France and Italy.

- In terms of "you feel reassured about buying," the same three countries stood out.
- In terms of "better value," West Germany jumped to the top, followed by England and Switzerland.
- For "pride of ownership," Switzerland, West Germany and England were strong.
- For "good design or styling," France was first, Germany second.
- For "high quality workmanship," Germany and Switzerland were leaders.
- In terms of "not really expensive," there was no contest—it was Japan by a wide, wide margin.

■ Summing up the results, Y&R said the U.S. label is "a good one, but foreign competition is going to hurt." #

Holder **Stanback** **Finch**

SIGNING—*Stanback Co. is the first advertiser in the Carolinas to sign a contract with the Texas Group of newspapers. Shown at the signing of the contract are W. C. Stanback, general partner and advertising manager, Stanback Co., Salisbury, N. C.; Glenn Holder, general manager, Piedmont Advertising Agency, Salisbury; and B. C. Finch, vp of Branham Co., which represents the group.*

Armour Offers Doll House

Armour & Co. is using two-color, 1,200-line ads in 50 newspapers to promote its offer of dolls and doll house with backboards from packages of Armour frankfurters. The doll house is available for $1.50 and one backboard; individual dolls are $1 and one backboard. The offer, also being promoted on the packages and with in-store displays, will continue through January. N. W. Ayer & Son is the agency involved, although the account is moving to Young & Rubicam this month.

Hogan-Rose Opens Office

Hogan-Rose & Co., Knoxville, has opened a branch office in High Point, N.C. Eugene B. Hill, formerly advertising salesman for a furniture business publication, will manage the office.

A case of good judgment!

It's not mere coincidence that so many top Production Managers continue to rely on Century—year after year. It's service they can bank on—and quality that needs no alibis.

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

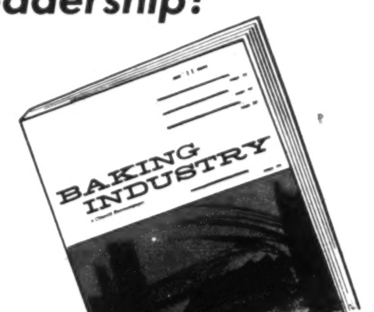
Today's Report, Tomorrow's Ideas!

... with solid editorial depth and dynamic leadership!

There's a reason, and a good one, why so many important advertisers use BAKING INDUSTRY Magazine, year after year, as their No. 1 advertising medium. Responsible leadership and service to the baking industry has been our hallmark for nearly 74 years. Wholesalers, retailers, home service, supermarket and chain store bakeries—*all* segments of this $5½ billion industry—have justifiable confidence we'll be "there as it happens." Result:

- 26% more exclusive advertisers
- more advertising per issue
- more paid circulation
- more advertisers than any other publication in the field

Call any of our 5 offices for the complete story.



For broadest coverage to this $5½ billion market your ads will be in

BAKING INDUSTRY
a Clissold Businesspaper
ABP ABC

CHICAGO 3: 105 West Adams Street • AN 3-1800
NEW YORK 36: 500 Fifth Avenue • LO 4-2233
WASHINGTON 4, D. C.: 1319 F Street, N. W. • ME 8-6707
LOS ANGELES 57: The Maurice A. Kimball Co., Inc.
2550 Beverly Blvd. • DU 8-6178
SAN FRANCISCO 5: The Maurice A. Kimball Co., Inc.
681 Market Street • EX 2-3365

Magazine Ad Volume Will Hit $875,000,000 in '60, Mullen Says

DES MOINES, Dec. 6—Magazine advertising volume will reach an alltime high of about $875,000,000 this year, according to W. H. Mullen, director of the Magazine Advertising Bureau of the Magazine Publishers Assn.

Mr. Mullen told the Advertising Club of Des Moines that the 1960 total would be "the largest year-to-year gain in all magazine history, and it will be a gain larger, I am confident, than that registered by any other medium." In 1959, magazines racked up a total ad volume of $787,000,000 (excluding $111,000,000 registered by Sunday supplements).

According to Mr. Mullen, magazines' percentage share of national advertising increased in 1959 and 1960—reversing a trend that started with the advent of commercial television as a major national medium in 1950.

He added that about 7% of magazines' 1960 volume was accounted for by regional and sectional editions of 124 national magazines. He predicted that the $60,000,000 reported for regional or sectional editions would increase to about $100,000,000 in 1961.

MAGAZINE COLOR IS UP, NOT DOWN, IN '59

CHICAGO, Dec. 6—In a story on magazine color advertising last week (AA, Dec. 5) ADVERTISING AGE referred in a headline to the 1959 color ad total as representing a "decline." The total of 30,144 pages actually represented an increase over the 1958 figure—13,676 pages—though it was less than the 1957 total of 15,816. The "last year" figures also were wrongly designated as 1960; they were for 1959. #

Grocers Set Spot TV Push

A saturation spot tv campaign on WBBM-TV, Chicago, for Raggedy Ann Foods, has been started by Certified Grocers of Illinois. The push will run for 26 weeks with some 15 to 20 spots scheduled per week. This marks the first time that tv has been used by Certified Grocers of Illinois, an organization of 750 independent grocers in Illinois, Indiana, Wisconsin and Michigan. Tobias, O'Neil & Gallay, Chicago, is the agency.

French Sets Potato Push

R. T. French Co., Rochester, N. Y., will launch an extensive television advertising campaign early in 1961 to introduce its new presliced frying potatoes. The campaign, which will run for a year, will include eight CBS-TV daytime network shows, plus spot tv in 28 markets and a print campaign in four cities. J. Walter Thompson Co. is the agency.

ADVERTISEMENT

BALANCED ECONOMY, ⅓ industry, ⅓ agriculture, ⅓ recreation, makes Vermont a Sweet Market. Boost sales here easily with just one order, one bill, one buy—THE VERMONT ALLIED DAILIES, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates.

Write: The Vermont Allied Dailies, Rm. 515, Statler Office Bldg., Boston, Mass.

***Sales Management figures.**

Blair Names 2 in New York; Adds to Group Sales Staff

Emmett Heerdt, formerly with CBS Radio Spot Sales, and Jerry Gibson, previously with Robert E. Eastman & Co., have joined the New York sales staff of John Blair & Co.

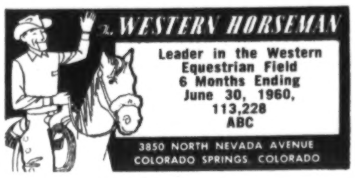
At the same time, Arthur H. McCoy, exec vp of the radio station representative company, revealed that Blair's supplementary sales staff, which specializes on selling the Blair group plan, has been augmented. Robert Dwyer has been shifted to this staff from the regular sales staff. The group plan sales staff concentrates on the sales of the 49 Blair-represented stations as a unit.

WCAU Changes Rates, Card

WCAU, Philadelphia radio station, has issued a new and greatly simplified rate card. The new card, designed for the buyer who is especially interested in buying in quantity, contains only four sections. The card increases the "A" rate for one hour from $500 to $560 and reduces the one-minute spot in the same time segment from $80 to $70.

D'Arcy Handles Glenmore

In a story last week reporting that Glenmore Distilleries, Louisville, was starting its largest advertising and merchandising campaign on Dec. 5, ADVERTISING AGE said Grey Advertising was the agency. Actually, D'Arcy Advertising is the Glenmore agency.



The WESTERN HORSEMAN

Leader in the Western Equestrian Field
6 Months Ending
June 30, 1960,
113,228
ABC

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

This is one key club you don't want to join

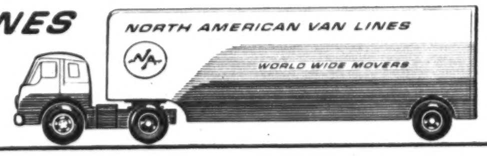
MEDISIT *(Man, Every Display I Ship Is Trouble)*

If you *already* have, however, it's time to retire your membership! Put an end to late display arrivals, damage in transit, design limitations, and time-wasting tie-ups of your key personnel . . . use North American Van Lines' comprehensive display shipping service.

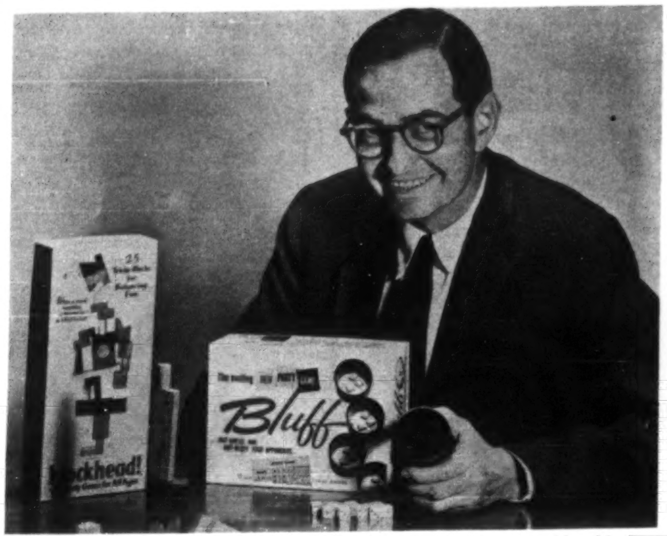
Your display is a highly specialized sales tool . . . it's not freight! It deserves, really demands, North American's specialized, personal handling. Your display arrives on time, gets in faster . . . no uncrating, no complicated assembly, no crate waiting at show's end. You put on your hat, North American does the rest. It saves dollars, time and worry.

To find out more about the advantages of this display shipping service, ask your traffic manager or write our world headquarters in Fort Wayne.

NORTH AMERICAN VAN LINES
WORLD WIDE MOVERS



Dept. 25-5, Fort Wayne, Indiana



DIVERSIFICATION—*An engineering company's pr director, Mr. Motheral proudly shows "simple" Blockhead and its younger brother, Bluff.*

KING SIZE—*Theta Xi fraternity at Carnegie Tech has made Blockhead a major construction project.*

Versatile Adman . . . G. B. Motheral

Marketing of new party games, the hobby of George B. Motheral, pr director of Rust Engineering Co., Pittsburgh, not only has been a "good business education" for him, but also may pay for the college educations of the three Motheral kids.

WINNIE, TOO—*Fans of regulation size Blockhead include Ann Pearlman, Theta Xi guest, above, and Winston Churchill.*

One of the games, Blockhead, has sold more than 1,000,000 units—retailing at $1 each—in the past seven years.

■ Mr. Motheral got involved in this profitable sideline, which he has likened to playing a business management game at a graduate school—but with real chips—quite "innocently." Continually bringing home gifts from business trips, he had run across a game that was fun to play, had potential but lacked backing for manufacturing and promotion on a larger scale.

When Mr. Motheral was introduced to Blockhead in February, 1952, by his host in San Francisco, John Fuller, of W. P. Fuller Co., he liked the game so much that he had a dozen sent to him for gifts to family and friends. One day the same year, when he was ordering 50 more Blockhead sets by phone from the maker, G. W. D'Arcey Co., San Jose, Cal., he was told he was the largest customer east of the Rockies and was offered an interest in the partnership for finding a manufacturer in the East.

Saalfield Publishing Co., Akron, O., was interested and launched Blockhead nationally at the 1953 Toy Fair. It was a success, paying good royalties, but other games of its developers did not catch on, so Mr. D'Arcey and Mr. Fuller sold out to Mr. Motheral.

In 1959, at the convention of the Assn. of Industrial Advertisers in San Francisco, Mr. Motheral met Mr. D'Arcey for the first time and accepted his offer of a 50% interest in another game, Bluff, if he would put it on the market. Assembled in a Pittsburgh workshop for the handicapped, Bluff is now sold in department stores.

Manischewitz Warns Marketers Against Government Controls

BOSTON, Dec. 7—Most proposed federal controls over marketing would do more harm than they would prevent, a company head said today.

The speaker was D. Beryl Manischewitz, chairman of B. Manischewitz Co., addressing the marketing group of the Harvard graduate school of business administration. He was speaking as a director of the National Assn. of Manufacturers and chairman of NAM's marketing committee.

"The philosophy of government control and protection has failed every test of the market place," he said. "Between market protection and market efficiency there is eternal war. As marketing men, we are dedicated to selling for profit, and as consumers, we are entitled to the lowest price. Protection is an enemy of each—efficiency is a guarantee of both."

■ Mr. Manischewitz pointed out that during the 86th Congress some 200 bills were introduced calling for additional governmental controls over marketing. These increasing pressures, he said, could be attributed to a new philosophy of "protection and security in the market place."

It is now the belief, he said, "that once a man sets up his stall in the market place, it is the duty of society to protect him, regardless of his service, from those who would perform his job more efficiently and at less cost to those who come to buy."

The stimulus for new controls "all too frequently comes from individual companies, particular industries, or from special segments of the distribution system itself," he said.

As examples, he cited:

- The efforts by local dairy producers to prevent manufacturers of nationally distributed products from reducing their prices in specific areas. "Is this good for milk consumers?" he asked.
- The long campaign, conducted chiefly by drug retailers and jobbers in the oil industry, to prohibit a seller from reducing his price in good faith in order to retain a customer. "Is this good for consumers of drugs and gasoline?"
- The demands for new laws to require mandatory labeling of the content of certain synthetic textile products—"which came, not from outraged consumers, but from manufacturers using natural raw materials who expected to gain some advantage over their new competitors."
- The proposed legislation to prevent a certain automobile manufacturer from financing his dealer and consumer sales—such legislation being supported by dealers in other makes of automobiles and other companies in the auto finance field.

■ "Are we sure the net result of such proposals will be protection for buyers of textiles and automobiles—or protection for those who are less successful in selling their goods and services?" he pondered.

"The danger to the consumer and to society comes when each entrenched seller seeks to solidify his position in the market, not through the best product, price, services, etc., but through the compulsions and proscriptions of law backed by the federal government and its myriad enforcement agencies," he maintained.

"We in marketing must resist these pressures threatening the free market," he said. "This is a job for the major organizations of marketing, for the journals and other media of marketing, for our educational institutions and for general business groups." Individual marketing men also must make their views felt among their U.S. senators and representatives, he concluded. #

Y&R Adds Royal Segment

Royal McBee Corp., Port Chester, N. Y., has consolidated advertising for its electronic data processing systems at Young & Rubicam, agency for the company's typewriting equipment and special products. The electronic data account reportedly bills about $100,000, primarily in business papers. C. J. LaRoche & Co. is the former agency.

WTTG-TV Appoints Pappas

Soterios (Buddy) Pappas, formerly production manager of Storer Broadcasting Co., has been named director of advertising and promotion of WTTG-TV, Metropolitan Broadcasting Corp.'s Washington, D.C., station. He succeeds Symon B. Cowles, who has been named director of advertising and promotion of Metropolitan's New York station, WNEW-TV.

Hollywood Adclub Sets Int'l Contest for Radio, TV Ads

HOLLYWOOD, Dec. 6—The Hollywood Advertising Club has announced its first international broadcasting awards competition for radio and tv commercials. The awards will be made Feb. 7, as part of Advertising Week.

The competition encompasses 15 categories of tv commercials and seven classes of radio commercials, plus a grand prize to be given in each medium. Entries may be submitted from anywhere in the world; the deadline is Dec. 31.

Categories in the tv competition are: Animation, one minute or more; one minute or more of combination animation and live action; 30 seconds; 20 seconds; 8 or 10-second identifications; best editing; best camera; best direction; best local or one market commercial of any length. The same categories, except the combination one-minute commercial, will apply in the live-action category.

■ Radio categories are: local or one-market commercial, any length or type; musical commercials one minute or more; 30 and 20 seconds; spoken commercials one minute or more, and 30 and 20 seconds in length.

All radio entries must be in English on 33⅓ rpm discs. The tv entries may be in any language, but must be on 16mm film.

Information about the competition may be obtained from the Hollywood Advertising Club, 6362 Hollywood Blvd., Hollywood 28. #

National Editorial Assn. Names Serrill Exec VP

Theodore A. Serrill, a veteran in the newspaper association field, has been named exec vp of National Editorial Assn., succeeding Edgar S. Bayol, effective Jan. 1. National Editorial Assn. moved to Washington from Chicago two years ago. It serves as trade association for 6,000 weekly, semi-weekly and daily newspapers, and operates two subsidiaries—Weekly Newspaper Representatives Inc. and Newspaper Advertising Service Inc.

Mr. Serrill currently is with the Grocery Manufacturers Assn., New York. Before joining GMA last year, he had been executive director of the Washington, D. C., Newspaper Publishers Assn. for three years. Prior to that he was an executive for the Pennsylvania Newspaper Publishers Assn. for 13 years. Mr. Bayol said he is considering plans to return to the practice of law here, or to open his own public relations company.

Cross Joins Jones Agency

Newton Cross has joined Ralph H. Jones Co., Cincinnati, as chairman of the plans board to supervise the agency's creative operations—a new position. Mr. Cross previously was advertising director of Geo. Wiedemann Brewing Co., Newport, Ky., for the past five years. The brewer has not yet named his successor.

Goodis Adds Account

Brandram-Henderson Ltd., Montreal, paint manufacturer, has appointed Goodis, Goldberg, Dair Ltd., Toronto, to handle its advertising.

How many times do you have to tell someone?

STATE
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down

Let's hear a locomotive for frequency…f-r-e-q-u-e-n-c-y. You have to have it in advertising if you want to score. In The Saturday Evening Post, you get an *added* measure of frequency at no added cost.

- That's proved by the new yardstick of media effectiveness – Ad Page Exposure. (It tells you the number of times your ad page comes face to face with the reader.)
- Your ad page in a single issue of the Post gets more than one exposure per reader. Actually, it gets seen 37% more times by the average reader than the same ad in the other big weekly. And your Post ad page makes more calls on your top prospects, too.
- The Post is your *winning* pick because…

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST–THE HI-FREQUENCY WEEKLY!

Note: Total Ad Page Exposures to the readers of one issue: Post–30,861,000 . . . Life–30,110,000 . . . Look–30,702,000

Keystone Adds 11 Affiliates

Keystone Broadcasting Co., Chicago, has added 11 new affiliates. They are KGUC, Gunnison, Colo.; WFRX, West Frankfort, Ill.; WOWI, New Albany, Ind.; WHOU, Houlton, Me.; WHHT, Lucedale, Miss.; WBAZ, Kingston, N. Y.; WREM, Remsen, N. Y.; KQDY, Minot, N. D.; WWSR, St. Albans, Vt.; WMEK, Chase City, Va.; and KYCN, Wheatland, Wyo.

Tobin Elected Club Head

Charles J. Tobin, Oscar Mayer & Co., has been named president of the newly chartered 52nd chapter of the American Marketing Assn. in Madison, Wis. Other officers elected are William H. Scrivener, Madison Newspapers, vp; Jon G. Udell, University of Wisconsin, secretary; and Richard E. Johnston, Madison Chamber of Commerce, treasurer.

Reynolds Offers Map Premium

Reynolds Metals Co., Richmond, is offering a Civil War map, printed in full color on parchment paper, in exchange for 50¢ and the Reynolds Wrap "quality protected" seal from any aluminum foil package carrying this mark. The 41x28" mural-type map was prepared by Artists Representatives Inc. and published by Creative Merchandisers Inc., both of Chicago.

Coming Conventions

*Indicates first listing in this column.

Dec. 13. Assn. of National Advertisers workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

*Jan. 20-22, 1961. Advertising Assn. of the West, Midwinter Conference, Hiway House, Tucson, Ariz.

*Jan. 20-22, 1961. Retail Advertising Conference, 9th annual meeting, Palmer House, Chicago.

Jan. 26, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

*Jan. 27-29, 1961. National Advertising Agency Network, eastern regional conference, Penn-Sheraton Hotel, Pittsburgh.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

*Feb. 3-5, 1961. National Advertising Agency Network, midwestern regional conference, Sherman Hotel, Chicago.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16, 1961. Business Publications Audit, annual meeting, Hotel Biltmore, N. Y.

Feb. 24-25, 1961. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

*April 11, 1961. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

*April 25-27, 1961. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

*May 4-6, 1961. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 14-17, 1961. National Sales Executives, annual convention, San Francisco.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

*May 25-28, 1961. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

*May 28-30, 1961. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14, 1961. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

*June 25-29, 1961. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

MASA Adds Smith, Hart

Russell Smith has been named advertising-promotion manager of Mail Advertising Service Assn. International, Washington. He formerly was assistant to the executive director of National Assn. of Building Material Manufacturers. Mr. Smith will be assisted by Karen Gail Hart, formerly a member of the editorial staff of the *Washington Post & Times-Herald.*

Ford Promotes Barclay

W. K. Barclay has been appointed executive assistant to C. R. Beacham, vp-marketing, Ford Motor Co. Mr. Barclay formerly was executive assistant to the general sales manager of Ford division and a member of the division's operating committee.

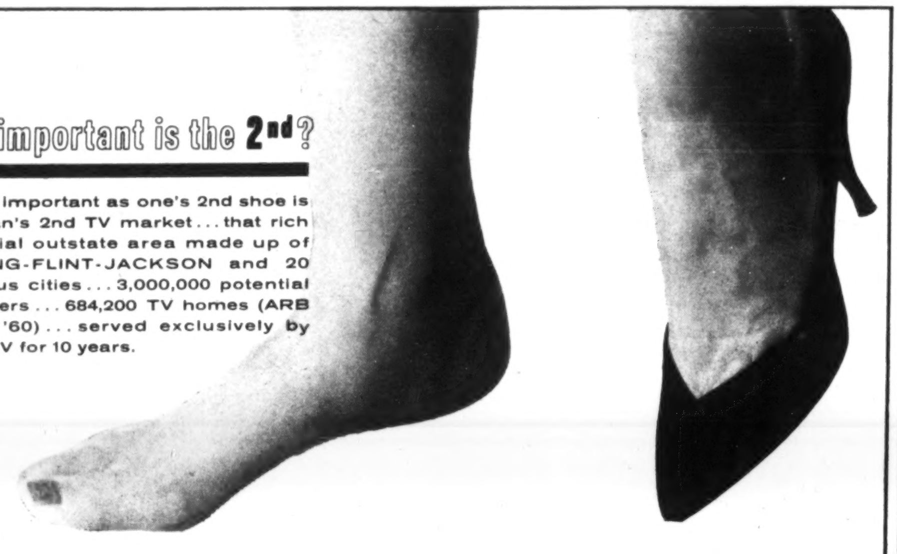
Skim off the Cream of the Mass Market

New York's mass market runs from higher-than-average-income neighborhoods to tenement sections.

The Mirror is strongest where incomes are highest.

No wonder the Mirror gained 10,000 readers in three years among New Yorkers owning high-priced cars.

Make The Mirror a MUST!



How important is the 2nd?

Just as important as one's 2nd shoe is Michigan's 2nd TV market . . . that rich industrial outstate area made up of LANSING-FLINT-JACKSON and 20 populous cities . . . 3,000,000 potential customers . . . 684,200 TV homes (ARB March '60) . . . served exclusively by WJIM-TV for 10 years.

WJIM-TV
BASIC CBS
Strategically located to exclusively serve LANSING . . . FLINT . . . JACKSON
Covering the nation's 37th market. Represented by Blair TV. WJIM Radio by MASLA

EVER SEE THIS AD BEFORE?

Three cheers for you! You spotted our pretty coed on the preceding page. We made this grandstand play to prove a point: Millions of readers see your ad page *twice* in a single issue of The Saturday Evening Post. And there's no charge for the extra chance you get to score!

Fact is, your ad page in the Post is seen 37% more times by the average reader than the same ad in the other big weekly. And, as the new Rochester Study proves, the men and women who see your Post ad a second time in the same issue are more *aware* of your brand. *Remember* your claims better. *Believe* them more. *And are more willing to buy your brand.* As a matter of fact, the second exposure to your ad page in the Post has virtually the same value as the first exposure.

Want this kind of sales-winning performance? Put your advertising in the Post where it will make more sales calls per reader than in any other magazine in the Post's field.

Now—EASTERN'S Flying Freighters offer

OVERNIGHT DELIVERY

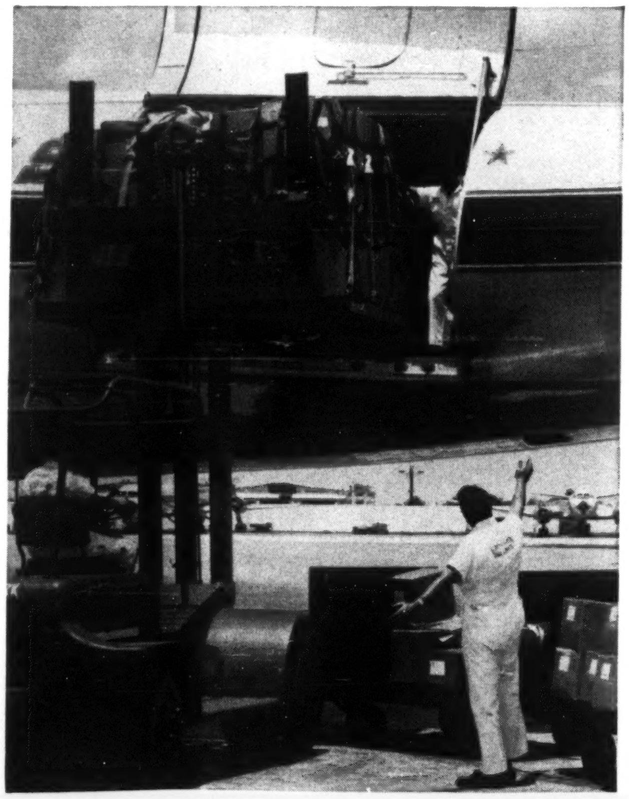
New York—Miami—San Juan
New York—Atlanta—New Orleans—Mobile—Houston
Chicago—Atlanta—Miami—San Juan

- Reserved space on every Freighter flight.
- Pressurized and temperature-controlled.
- Flights daily except Saturday and Sunday nights.
- Pickup and delivery service available.

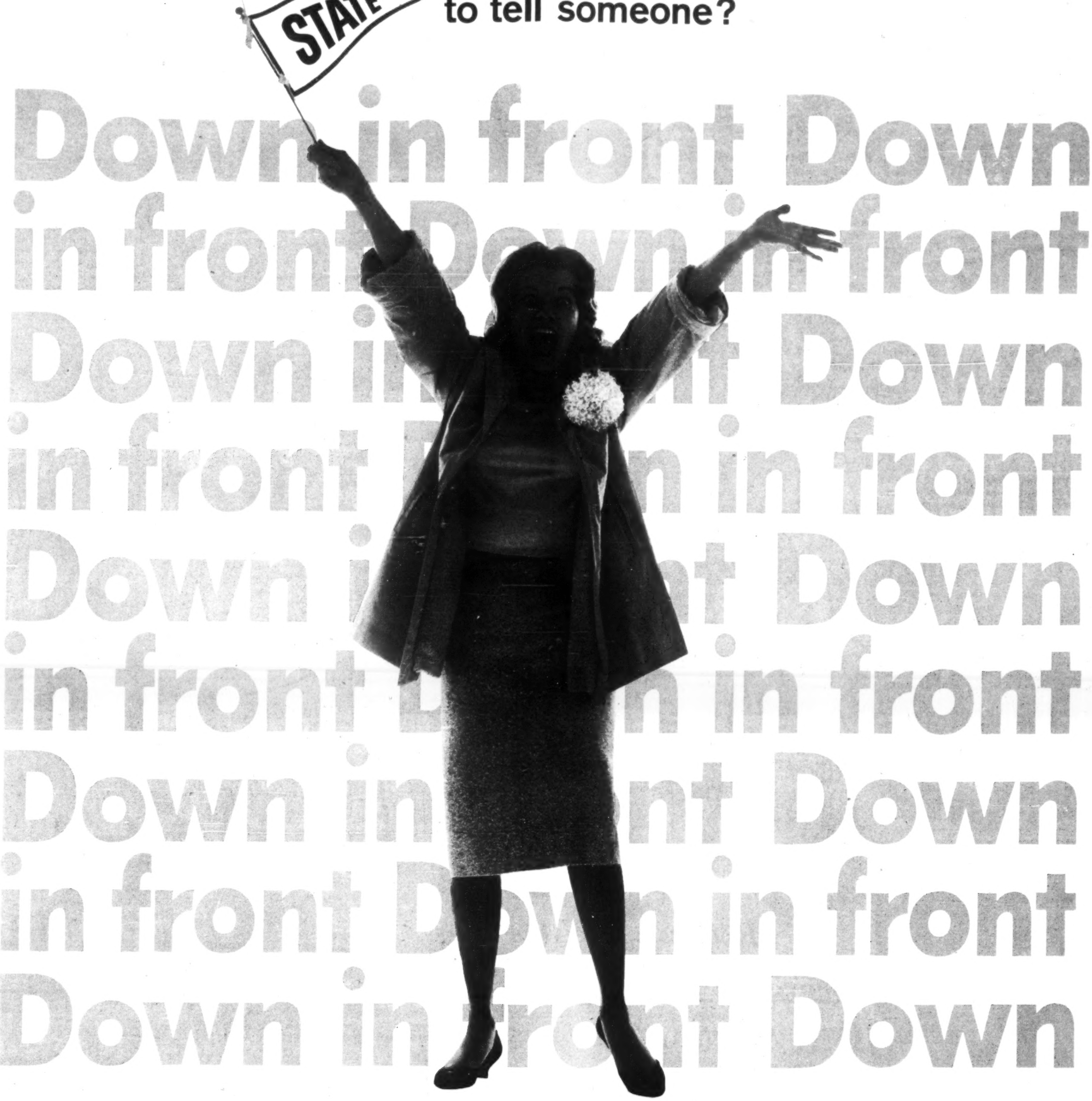
In addition, Eastern offers freight space on over 400 daily passenger flights—including DC 8-B Jets and Prop-Jet Electras—to 128 cities in the United States, Canada, Bermuda, Puerto Rico and Mexico.

For Information and Freight Reservations, call your Freight Forwarder, Cargo Agent or Eastern Air Lines.

EASTERN AIR LINES



How many times do you have to tell someone?


STATE
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down

Let's hear a locomotive for frequency…f-r-e-q-u-e-n-c-y. You have to have it in advertising if you want to score. In The Saturday Evening Post, you get an *added* measure of frequency at no added cost. ■ That's proved by the new yardstick of media effectiveness – Ad Page Exposure. (It tells you the number of times your ad page comes face to face with the reader.)

■ Your ad page in a single issue of the Post gets more than one exposure per reader. Actually, it gets seen 37% more times by the average reader than the same ad in the other big weekly. And your Post ad page makes more calls on your top prospects, too. ■ The Post is your *winning* pick because…

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

Note: Total Ad Page Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

Along the Media Path

"Columbia, the Gem of Missouri," a market study of mid-Missouri, the tv market between St. Louis and Kansas City, has been published by **Avery-Knodel.** Additional information on the study, which documents the growth of that market, may be obtained from Avery-Knodel, 720 Fifth Ave., New York 19.

• **The Progressive Farmer Co.**, Birmingham, Ala., has purchased the three-story building in which it has been located since 1925.

• **WCBS,** New York, field tested a new air-supported radio studio at Grand Central terminal the week of Nov. 28. The new studio is a low-pressure, air-supported structure made of a vinyl coated nylon fabric designed to provide high calibre acoustics, low cost, fast and simple installation and removal, be exceptionally compact for storage and eye-catching size, shape and color.

• The **New York Mirror** is now offering its advertisers two-color r.o.p. advertising.

• William S. Blair, vp of Harper-Atlantic Sales, New York, is covering the major cities with a presentation for **Harper's Magazine** and **The Atlantic Monthly**. The 20-minute slide film presentation is low on charts and graphs, but high on suggestions of the receptivity of the magazines' audiences to advertising messages.

• Special articles and stories by world-famous writers will be featured in **Cosmopolitan's** Diamond Jubilee issue in March.

• Several thousand youngsters and their parents jammed the banks and bridges spanning the Allegheny River the day after Thanksgiving to join tv personalities as they greeted the arrival of Santa from the North Pole. The third annual promotion of **KDKA-TV**, Pittsburgh, the Santa arrival, via a Dravo Corp. tugboat and other escorting vessels, was preceded for two weeks with a ten-minute daily tv program sponsored by Horne's department store.

• **Nation's Business** will participate in the Starch Advertising Readership Service, beginning with its January, 1961, issue.

• **KMOX-TV**, St. Louis, paid tribute to the late Clark Gable by showing six of his motion pictures on the 10:30 p.m. late show the week of Dec. 4.

• The **Chicago Tribune** has introduced a new bold face headline type for family names published in its death notice columns. Surnames of all persons mentioned in the columns will be set in 9 pt. McCormick bold, with the remainder of each announcement continuing to be set in the 5½ pt. type used in all classified columns of the newspaper.

Thorn Goldin Brown Sherman

JUDGMENT DAY—*Charles S. Thorn, publisher of Redbook, trades notes with Florence Goldin, vp of Grey Advertising Agency; Albert Brown, vp of Corn Products Co.; and Margot Sherman, vp of McCann-Erickson. They're judges in the magazine's "Typical Young Adult Family of 1960" contest.*

• "Face to Face," a two-disc album featuring Pete Martin, senior editor of **The Saturday Evening Post,** and some of the famous stars he has interviewed, is being released this month by Decca Records. The album, which subtly ties in with the magazine's research studies that point out how readers are brought face to face with the advertising page, will be sent to nearly 5,000 advertising executives. One record in the album contains taped interviews with the stars, the other record features each artist performing a musical selection strongly associated with him.

• **Webb Publishing Co.,** St. Paul, has announced a $5,000,000 expansion program. Construction of a new building which will house all operations and administration offices of the company will begin in May, 1961, and is expected to be completed in the spring of 1962.

• "Newspapers at Your Service," a compendium of consumer, product and market studies covering more than 250 markets in the U. S. and Canada, has been published by the **Bureau of Advertising** of the American Newspaper Publishers Assn. Each item in the listing includes the name of the newspaper or organization which conducts the

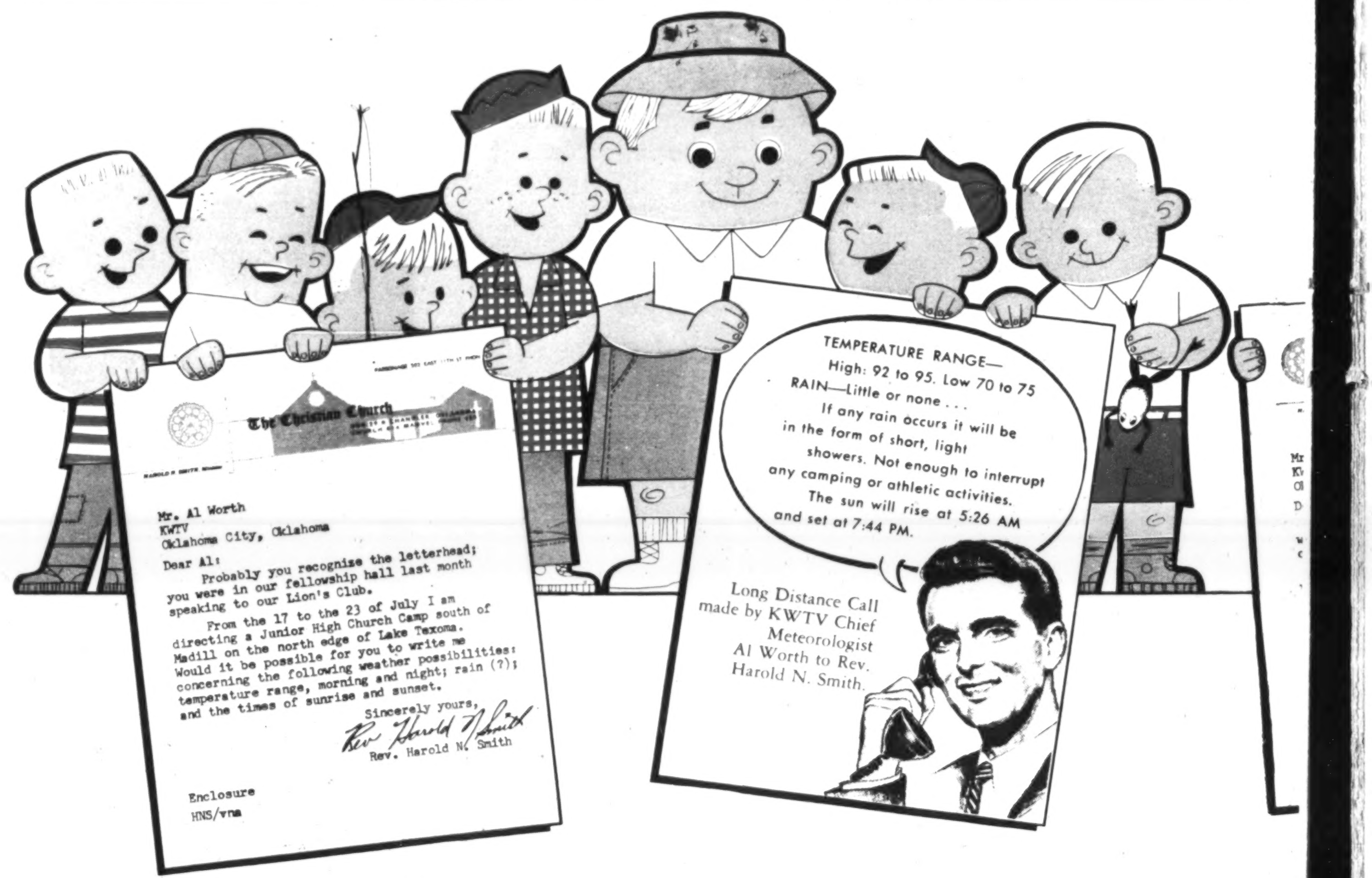
251 television showings of "Fitness For Leadership" for Gillette Safety Razor Company in 11 months — at less than $15 per telecast.

Public information films from business get optimum use on TV from MODERN distribution. The fact that Modern-TV offers special services for free film programming is one reason why.

To learn how your business film can benefit from Modern distribution — TV, 16mm audience, or theatre — write or call

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U. S. cities



The Christian Church

Mr. Al Worth
KWTV
Oklahoma City, Oklahoma

Dear Al:

Probably you recognize the letterhead; you were in our fellowship hall last month speaking to our Lion's Club.

From the 17 to the 23 of July I am directing a Junior High Church Camp south of Madill on the north edge of Lake Texoma. Would it be possible for you to write me concerning the following weather possibilities: temperature range, morning and night; rain (?); and the times of sunrise and sunset.

Sincerely yours,
Rev Harold N Smith
Rev. Harold N. Smith

Enclosure
HNS/vma

TEMPERATURE RANGE—
High: 92 to 95. Low 70 to 75
RAIN—Little or none . . .
If any rain occurs it will be in the form of short, light showers. Not enough to interrupt any camping or athletic activities.
The sun will rise at 5:26 AM and set at 7:44 PM.
Long Distance Call made by KWTV Chief Meteorologist Al Worth to Rev. Harold N. Smith.

Requests like this are not unusual in the KWTV Weather Department.

Oklahomans in all walks . . . pilots, farmers and ranchers, businessmen, building contractors, sportsmen and wash-line worriers . . . look to KWTV for reliable weather facts.

In addition to interpreting and reporting Oklahoma's universal conversation-piece . . . weather . . . KWTV's Chief Meteorologist Al Worth is in constant demand as a civic speaker. Here is reflected the vital importance of weather in Oklahoma, and the popularity of KWTV's 6 daily weathercasts.

Oklahoma's Weather Eye-

KWTV CBS
OKLAHOMA CITY

The TOWER with SALESpower in Oklahoma!

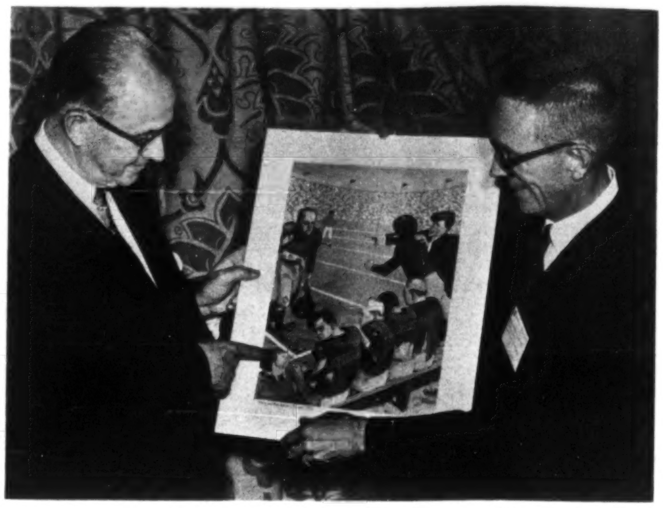
EDGAR T. BELL, *General Manager* JACK DeLIER, *Sales Manager*

study and the person to whom requests should be directed. Copies may be obtained from the Bureau of Advertising, American Newspaper Publishers Assn., 485 Lexington Ave., New York 17.

- "Comparative Data About Magazines Serving the Baby Market," a chart giving up-to-date facts on the basic characteristics of nationally distributed publications serving the special interests of expectant and new mothers, has been published by **Parents' Institute,** 52 Vanderbilt Ave., New York 17.

- Savitt Jewelers, Hartford, ran a 24-page tabloid advertising section in the Nov. 13 issue of the **Hartford Courant** and a second 24-page tabloid advertising section in the Nov. 15 issue of the **Hartford Times.**

- **WRC-TV**, Washington, has received two citations for its Nov. 20 report-in-depth on the problems and reactions of Washington urban renewal, "Condemned to Move." The citations were presented by the Redevelopment Land Agency and the Board of Commissioners of the District of Columbia.



CARTOON COVER—*The cover of the January issue of Farm & Ranch will feature a color cartoon of President-elect Kennedy sending in a new Secretary of Agriculture as Ezra Taft Benson walks off the playing field to join other past secretaries on the bench. Bill Kennedy, editor (right), presents the original of the cover to Mr. Benson in Chicago.*

- In reversal of advertising trade tradition, **Barnes Chase Co.,** San Francisco, picked up the tab for magazine representatives in honoring Carl W. Dysinger, who is retiring as representative of *Electronics.* Highlight of the special luncheon was presentation of a framed certificate enrolling Mr. Dysinger in the Barnes Chase "Hall of Roses," which "entitles him to special privileges including complete perusal of any and all magazine surveys."

- For the fourth consecutive year, Winston cigarets has contracted for a total of 18 four-color back covers in **Hot Rod, Motor Life** and **Motor Trend.**

- The **Los Angeles Mirror** will publish a special boating section on Jan. 20, timed for the opening of the Southern California Marine Assn. Boat Show.

- Effective with its March issue, **Health Horizons**, bi-monthly medical magazine for the lay reader, will be sold in supermarkets in the East, Midwest and Far West.

- A live after-theater party staged by members of the cast of the new musical comedy "Do-Re-Mi" was broadcast from **WBZ**, Boston, studios on Dec. 8 in honor of the station's Midnight Riders Club host. The program featured interviews with members of the cast, advanced recordings of the musical's score, and official announcement of the name of the host. A hi-fi set was awarded to the listener who guessed the name of the host.

- **WCKR**, Miami, is devoting its promotional funds to special drives, "Sahara-Christmas" and "Stamps for Toys." The first drive is based on a selection of the 25 neediest families in greater Miami, who will receive a complete Christmas dinner and gifts and toys for the children. With trading stamps received from the second drive, toys will be purchased for needy children.

- A coloring book for children featuring the station's "Bungles & His Friends" has been published by **WVEC-TV**, Norfolk-Hampton, Va. About 10,000 of the books were distributed to advertisers on the "Bungles" program.

- **Department of New Laurels:**

Advertising revenue of $14,000,000 for **Sports Illustrated** in 1960 is a 20% gain over revenues in 1959.

Wood & Wood Products carried 928 pages of display advertising in 1960, a 26% gain over the previous year.

Newsweek International's advertising revenue came to $1,750,000 in 1960, a 33.5% gain over 1959.

Parents' Magazine had a record advertising revenue of $8,166,767 in 1960.

Your New Baby reports advertising revenue of $844,182 for 1960, a 17.7% gain over the previous year.

Westclox Sets Holiday Push

Westclox division of General Time Corp., La Salle, Ill., is running a series of fractional pages with the theme, "Get out the gift list . . . here comes Westclox." The ads are scheduled for *Better Homes & Gardens, Family Weekly, Good Housekeeping, Look, The Saturday Evening Post, Sports Afield, Sports Illustrated, This Week Magazine, TV Guide,* and independent supplements. In addition to the print schedule, Westclox co-sponsors the "Tab Hunter Show" (NBC-TV). Batten, Barton, Durstine & Osborn, Chicago, is the agency.

Wyoming Outlaws Stamps

The Wyoming supreme court has upheld a 1959 state law and a Casper city ordinance which outlaw trading stamps. The court denied contentions by stamp companies that the laws are an unfair and arbitrary discrimination against their business. The court set no cutoff date for stamp companies, which distribute about 250,000,000 stamps yearly in the state.

Bunn Joins KMA

Charles F. Bunn, formerly with KHOL-FM, KHOL-TV, Kearney, Neb., and Muzak Corp., has been appointed sales manager of KMA, Shenandoah, Ia.

Missile Book Names Two

Missile Design & Development, Manhasset, N. Y., has named James E. Chelson, former media director of Gaynor & Ducas, New York, western manager. William F. Mills, formerly with Lockheed Aircraft Corp., Burbank, Cal., and two publishing companies, was named a representative.

McCallus Joins Viking

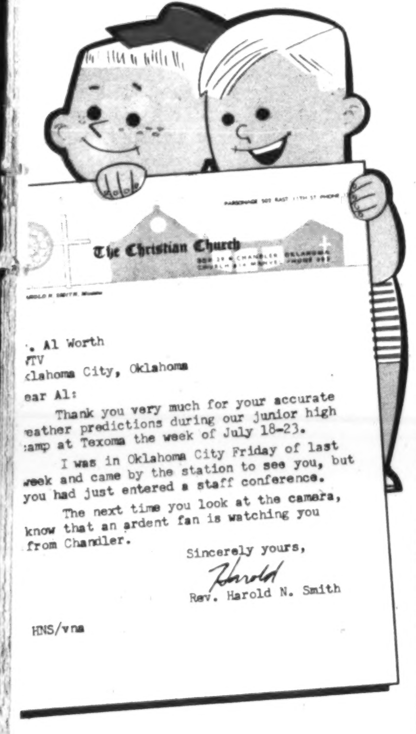
Carl C. McCallus has been named director of marketing of Viking Industries, Canoga Park, Cal., a new position. Mr. McCallus formerly was director of marketing for electronic interests of Philip Morris Inc.

Wilson Names Stern, Walters

L. S. Wilson Mfg. Co., Chicago, manufacturer of storm windows, screens and patio enclosures, has appointed Stern, Walters & Simmons, Chicago, as its agency. The company formerly was a direct advertiser.

'Courier-Post' Names DiMarco

Aymon F. DiMarco has been named national advertising manager of the *Courier-Post*, Camden, N. J., succeeding John Burk, who joined the *Evening News*, Perth Amboy, N. J., as advertising manager. Mr. DiMarco joined the *Courier-Post's* national advertising staff four years ago.



The Christian Church

. Al Worth
TV
lahoma City, Oklahoma

ear Al:

Thank you very much for your accurate eather predictions during our junior high amp at Texoma the week of July 18-23.

I was in Oklahoma City Friday of last eek and came by the station to see you, but you had just entered a staff conference.

The next time you look at the camera, know that an ardent fan is watching you from Chandler.

Sincerely yours,
Harold
Rev. Harold N. Smith

HNS/vna

Weather-conscious Oklahoma viewers have come to depend on the accuracy of KWTV's completely equipped weather station, and the interpretive talents of KWTV's professional meteorologists Al Worth and Ray Booker. These two experienced weathercasters draw their information from:

- KWTV's own on-camera radar installation.
- A facsimile weather map machine.
- A battery of high-speed weather teletypes.
- An on-camera Bendix Friez instrument panel which automatically registers outside weather conditions.

KWTV's modern meteorological equipment, plus the interpretive skills of two professional meteorologists make KWTV "Oklahoma's Weather Eye."

Represented by

Edward Petry & Co., Inc

The Original Station Representative

ADVERTISEMENT

4-SEASON RECREATION BUSINESS helps make and keep Vermont a Sweet Market. Just one order, one bill, one buy, home-delivers your message in the 6 key dailies which blanket the area where 93.9% of Vermont's $570 million* buying power originates. For details, write: THE VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.

National Catholic Family Magazine

QUICK sales to LIVE prospects.

FEB. ISSUE CLOSES DEC. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176

St. Anthony
MESSENGER

Jack's beanstalk was just a "sprout" compared to how MEMPHIS is growing!

It's a fact that Memphis is one of the "growingest cities in the nation." Our national population rank rose from 26th in 1950 to 21st in 1960.

In the 1949-1959 period Memphis' economic growth has outdistanced the population growth on a two-to-one basis or better.

LOOK AT THE PROOF:

City of Memphis Pop.	UP 24.2%
Memphis Metro (Shelby Co.) Pop.	UP 28.5%
Memphis Bank Debits	UP 74.6%
Effective Buying Income (Shelby Co.)	UP 82.5%
Motor Vehicle Registration (Shelby Co.)	UP 85.5%

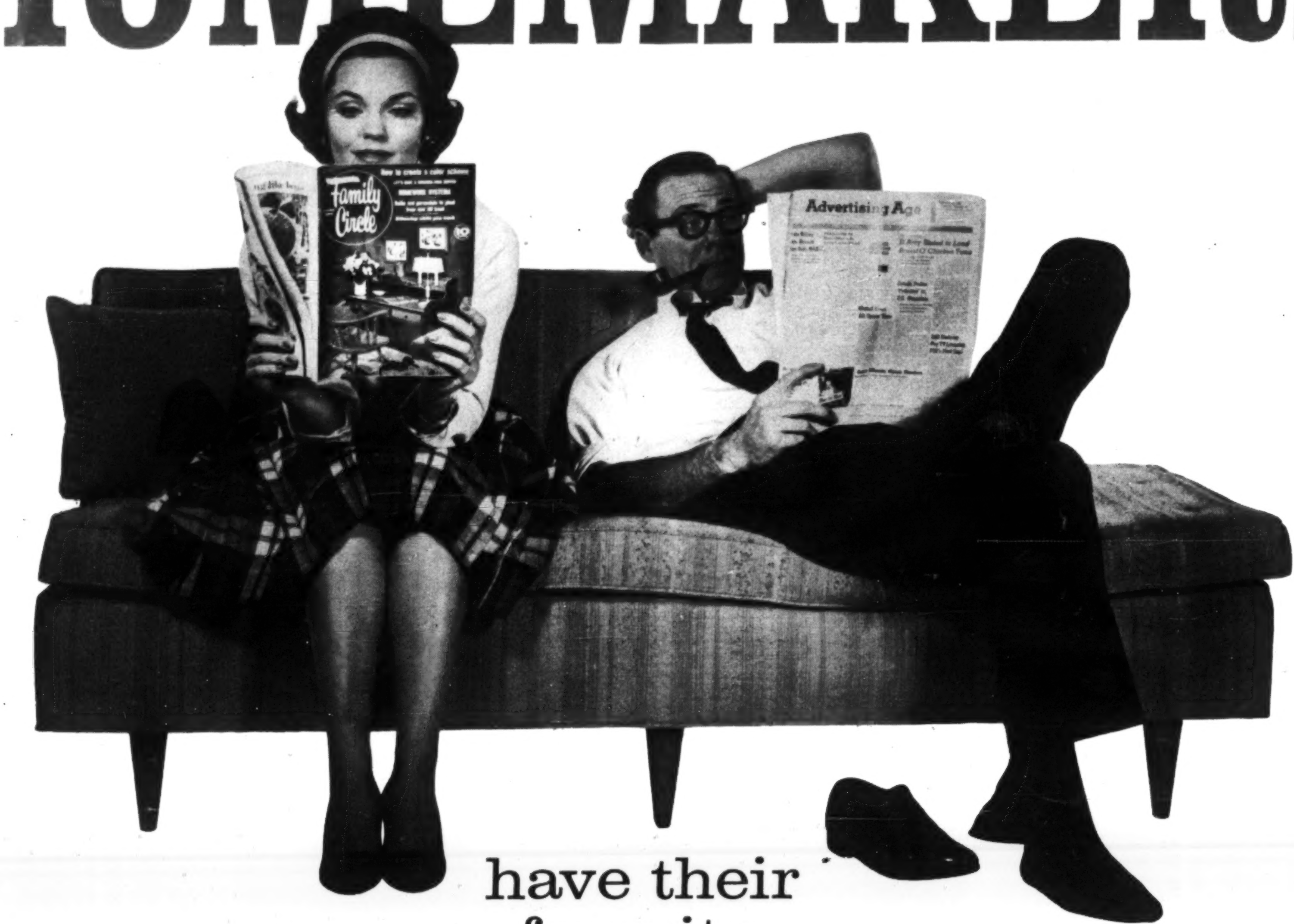
Place Memphis on all national schedules to reach a responsive market. And remember when you use Memphis newspapers you get a bonus coverage of 75 additional counties where over 2,000,000 more prospects buy every day!

BUY MEMPHIS—BUY MEMPHIS NEWSPAPERS!

Write For More Facts

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

HOMEMAKERS



have their favorite business magazine, too!

Trends . . . forecasts . . . new developments in the field of *homemaking*—that's Family Circle's cup of tea. It's the one magazine edited exclusively for homemakers—those busy executives who make the decisions in management of *home and family*. A minimum of three-quarters of Family Circle editorial content is devoted to homemaking subjects—far more than any other leading women's magazine. In Family Circle you reach over 5,250,000 most important prospects, not when they're taking their minds off business but when they're *thinking about homemaking* . . . when they're in a receptive mood for your advertising! If homemakers are your best market, your basic medium is

FAMILY CIRCLE
FOR HOMEMAKERS ONLY!

See page 102

Advertising Age

Feature Section

Adman Replies to Bitter Adman's Wife

How Greyhound Won This Race—Diamond

Bantam Food Stores Weigh in—Weiss

Tyler Names November Big Ten

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'It Is No Longer Enough to Avoid Mistakes' . . .

What Will Management Want from Agencies in Future?

Bold Ideas, Not Marketing Concept, Says Peterson

By Peter G. Peterson
Executive Vice-President
Bell & Howell, Chicago

It is very difficult to resist the great temptation to reminisce about the great fun I had in the advertising business.

What is much worse, it is extremely difficult to avoid pontification. In short, sounding like a client.

It is even more difficult to admit how wrong I was, and how much my own views have changed in the last few years about what I think the advertising business is all about. In retrospect, there are a number of speeches on this subject I've given I wish I could forget about . . .

Peter G. Peterson

■ Since the advertising agency exists to serve the needs of its clients, perhaps the best place to start is in the client's mind itself to see how he perceives advertising.

Not too many years ago, advertising was something that was pretty much left to the advertising specialists within many companies.

But as (1) the amount of money spent on advertising grew and grew until it became one of the most important single items of expense in many companies, and (2) as top management realized that the consumer was becoming more and more important, and (3) not only that, but the corporate image was important in other ways too—attracting good people, value of the stock, etc.—advertising became an area of the business that top management became very much interested in.

Unfortunately, but quite understandably, their new found interest in advertising surpassed, by quite a margin, their knowledge about it or their feel for it.

■ One of top management's ever present problems is that they must have *some* expertise in all phases of the business—particularly those phases of the business that are constantly emerging.

Advertising is but one of those emerging functions. Research and development is another.

And it is curious to observe the parallels in how managements have tried to adapt themselves to these two new functions that on the surface are so different and yet, when all is said and done, are so similar in one fundamental way—creativity in both is crucial.

When we are uncertain about something, we often tend to think in terms of protection against error, avoiding mistakes, fear of failure, setting up controls; in short, a defensive approach to the subject.

Not Controls, But 'Brilliant Intuition' Is Needed in Advertising

In research and development, for example, one sees very major efforts to get it "under control," to quantify it, to measure it, to put financial controls on it—in short, to do everything but what is ultimately necessary; namely, to sit down and take the time to understand it and to give to it what only the management can give it:

- A sense of direction on what the company wants to be and what the company considers important.
- The freedom for the r&d people to maximize their contribution to these company objectives.

About a year ago I was assigned the responsibility of overseeing the company's research effort. It is now beginning to dawn upon me that the essence of science is a great deal more than a lot of people applying a lot of rigid, scientific methods. What is really crucial is the "inspired leap," the "brilliant intuition."

And I think the same kind of thing happens in advertising. When top management people with manufacturing, financial and technical backgrounds really brushed up against the arty and mysterious world of advertising for the first time—their natural inclination was to think in terms of how to analyze advertising, how to control it, how to make it accountable, how to avoid making mistakes, i.e., *controllership applied* to *advertising*.

Why Agencies Talk 'Marketing Concept'

It is in this atmosphere that much of what passed in the Fifties under the marketing concept and the advertising agency was formulated. Some of the most intuitive advertising agency executives sensed that if they could talk to top management under the umbrella of the marketing concept, the definition of objectives, the analysis and measurement of results, etc., etc., they could minimize management's basic sense of insecurity about advertising and establish that precious thing that is so hard to establish—namely, empathy, rapport, or in more practical terms, how to get new business and how to keep it.

This helps explain, I believe, the preoccupation in recent years with thick and authoritative marketing plans, the panoply of charts and statistics, etc.

Part of this trend to satisfy management's apparent needs at the time resulted in a diversification of the agency's services until the agency's organization looked increasingly like the client's organization, with much of the agency's time consumed in doing many of the same things the client was doing.

■ Under this broadened concept, the agency was supposed to be a curious combination of the corporate counselor on long-range plans, marketing strategist, sales analyst, promotional specialist, creative advertising service, market research, etc., etc., etc.

The dangers to the advertising agency here are clear and have been stated many times.

Leaving aside the crucial question to each of you of how the agency does all these things at a profit, I would like to stress what is perhaps even more important (at least to the client)—(1) whether the agency can really do all these things well, and (2) even if they could, whether the client these days really *wants* all these things, anyway.

After two and a half years in industry, I now feel that it is virtually impossible for the agency to give first-rate business counsel on many subjects, if only because the information that is needed to make this counsel fruitful just isn't available to most agency executives.

Peter G. Peterson, exec vp of Bell & Howell and formerly assistant to the president of McCann-Erickson, predicts that management in the '60s will begin to change its entire concept of what is wanted from the agency. He believes that management, instead of being impressed with such phrases as the agency's "marketing orientation" or "comprehensive services," more and more will begin to "appraise their agencies on how they fill the growing need for the exciting, the bold, the different ideas that sell products." Mr. Peterson voiced the prediction given here in a talk in October to the central region of the American Assn. of Advertising Agencies.

Even if a company were willing to let its agency know of its long-range technical threats, its r&d programs, its actions and investments against foreign competition, its manufacturing problems (information about all of these things is necessary to make a really good judgment on a company's marketing strategy), I would raise a second question: How many men are there in the country both within and outside the agency business who can have the depth, breadth and vision and energy to assimilate all these things and still be first-rate advertising men as well? I'm afraid not very many.

■ The great danger to the agency is that it becomes what Shepherd Mead refers to as a "glob"—a shapeless, amorphous structure that makes a number of general contributions but does few things brilliantly.

This, then, brings me to *those things that I believe management is increasingly looking for and wants done brilliantly*.

Management Wants Ideas; Avoiding Mistakes Not Enough

It is my opinion that, as many managements have spent more and more time with advertising, they have begun to lose some of their sense of insecurity about it. Put another way, they are beginning to understand that no one can really know very much about advertising or what really sells products—that the sum of a really integrated marketing effort is a great deal more than the sum of its parts—that a kind of mystical synthesis takes place.

■ In short, he is beginning to learn that much of advertising is still very much an art and that controllership is not the ultimate answer.

With this growing sense of confidence, the management person is beginning to apply his own intuitive sense of what is important. He is beginning to see that as advertising expenditures go up geometrically, or to use an electronic phrase, as there is more and more noise in a circuit, the importance of making an audible sound grows and grows. The need for the marketer to *individuate* himself grows equally geometrically.

He senses that it is no longer enough to avoid mistakes.

■ As the managements talk to other managements about their marketing successes and failures, they are beginning to see that many of the real successes have that indefinable element we can call excitement, innovation, and perhaps even *magic*.

In my opinion, more and more are coming to the conclusion that it is exceedingly difficult to control, structure or synthesize innovation, any more than one can make magic by formula.

To put it another way, if Mr. Schweitzer and Mr. Mortimer Adler don't mind, I believe there is a growing reverence for great ideas.

I'm not referring, of course, to great philosophic ideas but rather to specific and unique ideas that sell more product—whether they be buying incentives, an idea for a unique display, or one for a package.

Innovation Is the Thing

To document this view, I'd like to tell you about an off-the-record session I was privileged to attend last week composed of senior executives of a number of America's important corporations.

The topic for these sessions was the profit squeeze and what marketing programs were being instituted to increase profits. An outline was distributed ahead of time that specified such areas as controlling marketing expenses, budgeting concepts and measurement of results.

■ While a few dutifully stuck to the outline, I was impressed with the number who talked largely of what was *new* and *exciting* in their marketing programs, the *innovations* they had instituted in product, pricing, selling and advertising.

And as we talked about Bell & Howell, I, too, sensed that what really interested them were the things we were doing that were different.

■ For example, the men seemed most interested when we talked about our decision to try something unique in television—public service programming in prime evening time.

Or, when we decided to use Bell & Howell stock as a dealer buying incentive and as a way of cementing our longer-term relationship with them.

These gentlemen, then, whom we might have expected to play it cool, seemed to feel the need for playing it hot.

While it won't happen overnight, I believe that ultimately more and more managements will come to appraise their agencies on how they fill this growing need for the exciting, the bold, the different ideas that sell product.

Instead of being impressed with such phrases as the agency's "marketing orientation," "comprehensive services," the "complete marketing plan," I think the client of the future will at the end of each year be much more inclined to ask the simple question: Did our agency make a sufficient number of specific brilliant contributions to our marketing effort?

■ I don't believe that the business is about to revert back to the days when copy and art were the only factors that were important. Rather, I am saying that the conception of an agency as a creative force that generates specific ideas of *all kinds* is likely to grow.

Neither am I saying that the analytical or research function in the agency has a less important role. What I am saying is that it will have a different role. Its role increasingly will be less to structure, formalize and measure, and more to be a positive force in a creative team that ends up with a simple product—great ideas.

If the successful agencies of the Fifties were characterized as marketing oriented, sound, comprehensive, thorough, analytical, I believe the great agencies of the Sixties are more likely to be described as daring, creative, bold, venturesome.

■ I think the competition of our times demands it. And increasingly, I believe and hope the client will put less and less emphasis on inhibiting the agency and give much more direct positive encouragement.

If any of what I've been saying makes any sense, it may have something to do with what is certainly one of the most upsetting problems in the agency business; the very real human and business problems that go with what might be termed the psychopathology of the advertising business—the constant switching of accounts and people from one agency to the other.

Unfortunately, the clients share heavily in the responsibility for it.

■ If we were to think of just the "people problem" of constant switching from one agency to another, I wonder how much we might gain by thinking of this in psychological terms. (I'm sure my reading of a chapter of Freud's "General Introduction to Psychoanalysis" qualifies me eminently for such a diagnosis.)

Perhaps the agency person lacks a true sense of identity. Like the much talked about ambiguity of the sexes in our culture, it perhaps leaves some agency personnel wondering: Who are we? What are we?

While they are surrounded and surround themselves with a structured savvy, a jaunty jargon, a panoply of figures and charts, I wonder how many are subconsciously asking themselves: What is my real talent? What is our real talent?

Advertising Is Not a Profession

There is evidence of this ambiguity, and the defensiveness that goes with it in a number of areas.

One is that the advertising business often describes itself in ways that it subconsciously at least knows aren't accurate. For example, the thesis that advertising is a *profession*. What precisely is that much abused term, a "profession"?

■ I find that the word comes originally from "profess," which means to take a vow, to promise to uphold certain standards after rigorous and prescribed training, and to put these standards before all personal, private and selfish ends.

For example, the end of the doctor is health, the end of the lawyer is justice, and the end of the clergyman is holiness. These men are "real" professionals when they give their clients what they know is good for them. A good doctor would not give a patient candy instead of medicine, a lawyer would not (ideally) help his client compound a felony, nor would a minister assist in the commission of a sin that gratified his parishioners.

■ For this reason, a true professional cannot also be a business man, because the end of business is profit, for without it there is no business.

But many of the talented people in the advertising agency are neither professional men nor business men—they are artists and craftsmen of the highest order.

Adam Smith, in his classic formulation of the division of labor, reminded us that we should each operate at our highest skills, defined largely by the rarity of the skill.

■ There is little question but that the ability to create unusual ideas for selling products is in very short supply.

It is, I believe, in much shorter supply than the attribute referred to as "buttoned up," "sound," "thorough," "good administration," "practical."

Thus, it seems to me that it is terribly important that we as clients encourage you as agency executives to give your most creative and skilled people all the status and significance it is possible to give even though some of these talented people may not be in our self-image of the well-rounded business man.

In short, I believe those of us on the other side of the desk have or will reach a stage of maturity with respect to advertising so that we don't complicate your lives and business by asking or encouraging you to assume peripheral functions or a business man's posture that is irrelevant to the main task. That main task, in my judgment, is the creation of specific and great ideas that sell more product profitably. #

Answer to Adman's Bitter Wife . . .

Tough and Sometimes Heartless, But Well Paid, Exciting: That's Agency Biz

The article by "Mrs. Ruth Newmar" in the Nov. 7 issue of ADVERTISING AGE*, explaining her bitter reaction to the treatment accorded her husband in the advertising agency business, has drawn a considerable quantity of mail, much of which has already appeared in the Voice of the Advertiser. Here is a letter to Mrs. Newmar (the original has been forwarded to her) which we print in full text because it seems as honest and straightforward an exposition of Life Among the Advertising Agencies as any we have seen recently.*

Dear Mrs. Newmar:

This is an answer to your letter in ADVERTISING AGE Nov. 7, 1960.

I'd like to answer your letter helpfully. Not in defense of the advertising agency business. It needs no defense. Any more than the sun needs defense for blistering the paint off a house. It's simply the way it is.

I answer in an attempt to provide some insight into the business.

■ As long as there is about five billion dollars rolling yearly through the agencies at 15% commission, all the talk about making the agency business a giant Boy Scout camp is just a lot of words.

Money like this attracts all manner of men. Including the black hearted and the craven, the lying shysters, the gassers and the bums.

The wonder to me is that there aren't more of them. The marvel is that the advertising agency is operated on such a high plane of ethics as it is. The beautiful thing is that most of the people are big hearted and unselfish.

■ Please don't think I am being critical of you, Mrs. N. I have an idea of the way you and your husband feel, and it's not very pleasant. But this happens. And it will continue to happen.

A prominent politician recently said, speaking of the tactics in the political arena: "If you can't stand the heat, stay out of the kitchen." In a way this says what I feel about a man and the advertising agency business.

Stability: Missing Ingredient

I have worked in advertising agencies in Chicago and other cities for more than 25 years as a writer and ad maker. What I think is shocking to those who aren't wise to the way of the business is that people get bounced so frequently. (Especially just before Christmas. That's when they check the books and give out the word. Blood is shed. But no tears. You smile and take it.)

I can partially explain the custom of firing people by pointing out that today an advertising agency usually operates on a very thin margin of profit. And, relatively speaking, pays very large salaries to the men and women who make and sell the ads. When the billing goes down, the payroll must go down, too. It's that simple. Nobody owes anybody anything.

There is little stability in an advertising agency. And no one who goes into one should ask for it. It isn't there to give.

Please don't be offended when I say: Wasn't your man lured just a little by stories of large money? An exciting way to earn a living? Didn't he seek out the chance to start running on this fast, slippery track? And weren't you a bit upset because he didn't ask for more when they paid his price?

Didn't he know that agencies operate in a constant state of fear and tension?

Your husband ran into a bad set of circumstances and got chopped up and he's hollering about it. Why?

If he wants security in a logical, orderly business, a chance to progress slowly but surely on a combination of sincerity, punctuality and industry he should go to work in a place like a bank. And if he doesn't get caught with his hand in the cash drawer or lending money to his drunken Uncle Ben, he'll wind up a vp in 20 years and have a desk up near the front.

Personally I'll take the advertising agency business with all its deplorable ways. Who wants stability? I'll take the goofs and the goons, the good and the bad, the bright and the brilliant associates of the business.

They are so seldom dull, so seldom petty, so seldom stuffy. Most of them are wonderful. Living, breathing, tight-strung people who dream and talk and get drunk and steal ideas and spend money and lie a little and work hard and think about the business almost all the time. And just generally act human.

And Then There's . . . Money

And now, dear lady, there's the money. Money helps. Far more money than your man is likely to get on most jobs.

A reasonably competent writer or art director or account executive can get himself from twelve to twenty grand at almost any decent agency. (Yes, there are decent agencies, many of them.) Compare that with what they pay a man in a bank or an insurance firm or a department store or most other places. Compare it with what they give a super brain from MIT at one of the industrial giants.

You must learn to read the storm warnings in the agency business if you are going to survive. You must be able to smell the fear when it starts drifting down the halls. You must measure the nerve in men and know when they are going to push the panic button. You must know when the thermometer starts dropping around your office, and what to do about it, where the life raft is and the direction of the nearest piece of friendly land.

■ Madam, I have seen so many agency men get chopped up in a dozen different ways . . . and I have a few deep scars of my own. But this is the way it is.

I know many men who have walked the long, long trail up and down Michigan and Madison Avenues—getting a little more frantic as the weeks slip by. Nothing but half promises: "A decision next week . . ." "keep in touch . . ." Truly, a harrowing experience. In the lean years there are a lot of men walking up and down the street, carefully dressed and carefully cheerful with a little case of papers that are getting handled looking.

Sure, it makes you sick. But men go through it regularly and generally get into another agency.

■ It's the money for one thing, Mrs. N. And for another it's the spirit, the humanness of the people you work with, the tremendously constant challenge, that keeps a bruised and battered soul of a man coming back for more.

Perhaps you and Mr. N. should decide whether you are built for this kind of business?

Please forgive me if I seem abrupt at times, I don't mean to be. I am simply speaking the truth as I know it.

Best wishes and good luck!

ARCH MACDONALD

'46
'47
'48
'49
'50
'51
'52
'53
'55
'56
'57
'58
'59
& again in
'60
ad volume
hits record
high in
Holiday!

In 1960 Holiday is up 9.5% in space with 108 new ad pages...up 17.2% in revenue with 11 all-time high issues! Since Holiday was launched in 1946, it has gained in ad volume in every year but one.* In the past five years alone, Holiday Magazine's revenue has nearly doubled!

* IN 1954, A RECESSION YEAR, SPACE AND REVENUE DIPPED LESS THAN 3%.

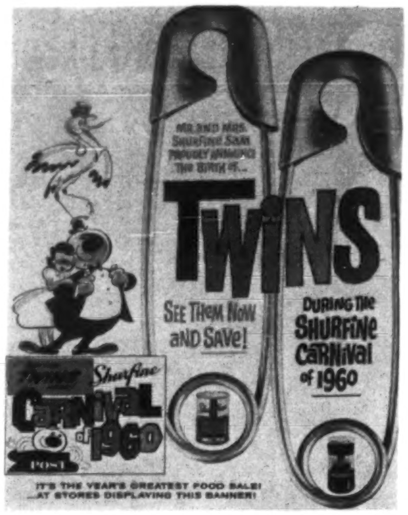
Salesense in Advertising . . .

The Desperate Attempt to Be 'Creative'

By James D. Woolf
Advertising Consultant

James D. Woolf

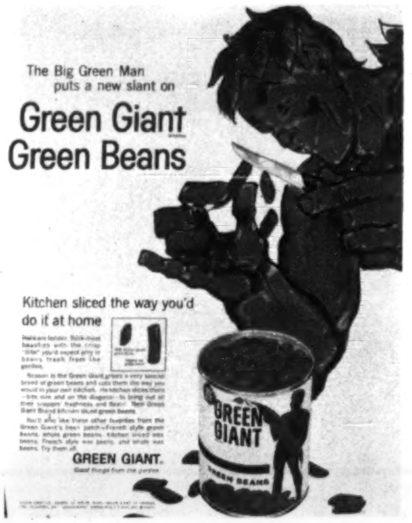
Creativeness is a term that is widely misunderstood in some advertising circles. When an advertisement is bizarre and anomalous and "clever" it is hailed as being a masterpiece of creative effort. Actually, despite its novelty and its departure from custom, it may be a very bad ad. The "TWINS" ad shown here is a case in point. It is unique; it is original; it is unconventional. But what does it advertise? Only the closest scrutiny reveals that the products are Shurfine sweet peas and Shurfine preserves. To achieve his goal of creativeness the maker of this ad broke every rule in the book.


MR. AND MRS. SHURFINE SAM PROUDLY ANNOUNCE THE BIRTH OF...
TWINS
SEE THEM NOW AND SAVE!
DURING THE SHURFINE CARNIVAL of 1960
Shurfine CARNIVAL of 1960
POST
IT'S THE YEAR'S GREATEST FOOD SALE! ...AT STORES DISPLAYING THIS BANNER!

" 'Creative' advertising," asserted Marion Harper Jr. in a recent speech, "doesn't necessarily mean 'effective' advertising. Let me say that I defer to no one in admiration for a fine headline, an arresting design or an inspired illustration. But I would plead for a measure of modesty in associating creativity with more than a relatively small proportion of advertising."

Now compare the Shurfine advertisement with the ad for Green Giant green beans. This ad is not clever or "creative" in any true sense of the word. But it's a darn good ad: A second's glance identifies the product. A second's glance also identifies the trademark and the appearance of the package. The copy is informative and persuasive. This ad just cannot miss.

The reason we see so many nonsensical ads is our desperate attempt to be "creative." #


The Big Green Man puts a new slant on
Green Giant Green Beans
Kitchen sliced the way you'd do it at home
GREEN GIANT.
Good things from the garden
GREEN GIANT
GREEN BEANS

Learning from the Retail Ads . . .

The Pallid Ad

By Clyde Bedell

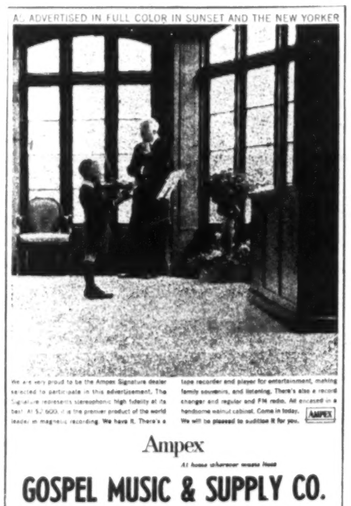
(Mr. Bedell is a consultant in creative advertising and advertising training.)

I have just indulged in a fanciful exercise. I have sat here imagining that the proprietor of the Gospel Music & Supply Co. was a beloved uncle of mine, or more fittingly perhaps, nephew of mine.

I have been sent the enclosed ad for which he no doubt paid out some of his hard-earned money in cooperation with the manufacturer. And he writes: "How do you like my beautiful little ad?" This is the same old story of so many "dealer ads" that simply aren't worth spending money to run. I think I might answer him thus:

■ "Dear Joe: I see you are advertising violin lessons for little boys, and apparently the teacher is a priest. What this has to do with the well-known name Ampex I don't understand. Apparently they (the boy and the priest) are standing in the corner of some museum. I don't know why.

"But—I will read the ad and may find an explanation. (Usually people are too busy and harassed and preoccupied to read every ad that isn't clearly self-explanatory. That's why all but the most skillful advertisers had better be forthright.)



AS ADVERTISED IN FULL COLOR IN SUNSET AND THE NEW YORKER

We are very proud to be the Ampex Signature dealer selected to participate in this advertisement. The Signature represents stereophonic high fidelity at its best. At $2,600, it is the premier product of the world leader in magnetic recording. We have it. There's a tape recorder and player for entertainment, making family souvenirs, and listening. There's also a record changer and regular and FM radio. All encased in a handsome walnut cabinet. Come in today. We will be pleased to audition it for you.

AMPEX

Ampex

GOSPEL MUSIC & SUPPLY CO.

2901 N. Blackstone
Open Mon. and Fri.
'til 9 o'Clock
Phone BA 9-9577

"Well—I've read the ad. I find nothing about violin lessons, priests or museums. I see you are 'very proud' to be the Ampex Signature dealer. And after considerable reading, I conclude that a Signature must be a high priced model in the Ampex line. Is that correct?

"All I can learn about it is that it has 'a tape recorder and player for entertainment, family souvenirs, and listening. There's also a record changer and regular and fm radio. All enclosed in a handsome walnut cabinet.'

"The price, I see, is $2,600, which they reveal unashamedly *before* talking about the Signature. And then they have only the little to say I quote above.

"Can't you get 'a tape recorder and player . . . a record changer . . . and radio . . . in a handsome walnut cabinet' for a lot less? Why is this one so high? And what has it to do with violin lessons?

"I see at the top of the ad 'AS ADVERTISED IN *SUNSET* AND THE *NEW YORKER*.' Those two exceptionally fine media have in any city, circulations only a fraction of that of the newspaper. Maybe these Ampex people believe their only prospects in the newspaper audience are those who read either *Sunset* or the *New Yorker*. Silly, isn't it?

■ "If I get started on why this entire concept must represent the compromised thinking of an assorted group of intelligent but frustrated, helpless people—and why this ad is a pitiable waste of money therefore—I could write for 30 minutes. So I desist now. More when I see you. My best, Clyde.

"P.S. I own an Ampex Signature. That's one reason this pallid advertising maddens me precisely as much as does the sterile and inept Cadillac advertising. If such great products could get advertising as good as they *are*, far more people would spend their money for them." #

What's Doing on the Legal Front . . .

'Greyhound' Name Wins in Court Test

By Sidney A. Diamond
Member of the New York Bar

Sidney A. Diamond

Greyhound Corp. has been awarded judgment in an action for unfair competition against Greyhound Securities Inc. in a New York court. The judge's opinion contains the unusual statement that, "The court may well take judicial notice of the primacy of the name 'Greyhound' in connection with the plaintiff corporation and the operation of its business."

"Judicial notice" means that the fact is self-evident; it does not have to be proven by evidence, it only needs to be called to the judge's attention for him to accept it as true. Greyhound Corp., is entiled to be proud of this recognition.

According to one version, the origin of the name "Greyhound" goes back to the early 1920s, when a predecessor of the present corporation was operating two elongated touring cars as busses on a route that went through Fond du Lac, Wis. The cars were painted battleship grey in an effort to make the dust of those comparatively early roads less noticeable. The hotelkeeper at the Fond du Lac stop is supposed to have remarked that they looked "just like greyhounds."

The name at first was used only in connection with those two long, grey automobiles, but eventually was extended to the entire fleet. As the business grew, "Greyhound" also became part of the corporate name and, as the New York court noted, it unquestionably is a widely-known symbol today.

■ But what has all this to do with the securities business? Greyhound Securities Inc. was organized as a stock brokerage house; it is not involved with transportation by bus or any other means; and "greyhound" is an ordinary English word that can be found in any dictionary. It is instructive to see how the judge's opinion analyzes the rights of a company with an extremely well-known name in the contest of industrial society today.

One of the facts pointed out by the court is that Greyhound Corp. has been engaged occasionally in the offering of its own securities for sale to the public and to financial institutions for the purpose of obtaining capital to develop and expand its business. The opinion summarizes the basic contention in the case in these words: "That the name 'Greyhound' has become identified with the plaintiff and that one of the plaintiff's activities is the marketing of its securities."

However, there is no necessity for proving direct competition in order to prevail in a lawsuit for unfair competition; courts today are more concerned with the "unfair" element in the offense than they are with "competition" for the same customers. The more important basis for the decision is the judge's conclusion that the defendant knowingly took advantage of the distinction the name "Greyhound" had acquired as the result of the complainant's many years of activity. The opinion calls this "commercial hitch-hiking."

The president of Greyhound Securities Inc. had been an officer in the securities department of a bank for a considerable period of time before embarking on this new venture. The judge said that, because of this background, "He was or should have been fully aware of the plaintiff's place in commerce and of the significance of the word 'Greyhound'." Although he denied that he had anything to do with the selection of the name, he "participated in the negotiations and discussions preliminary to organization" of Greyhound Securities Inc. and then "acquiesced in its use."

■ Another individual, who admittedly participated in the selection of the name, said that "it was deemed appropriate to use the title 'Greyhound' because it was a name well known to the average person." The judge stressed this concession and drew from it the conclusion that anyone who knew that much must also have known that it was the plaintiff who was responsible for the prominence of the name "Greyhound."

The opinion thus rests primarily on the principle that the defendant had no right to take advantage of the ready-made reputation embodied in the name "Greyhound" by using it as the main component in its corporate title.

■ The significance of this decision obviously varies depending on where you sit. From one point of view, it gives deserved protection to an important commercial name even in a relatively remote field. From another angle, it imposes difficult restrictions on persons who want to start a legitimate business and need a name for their new corporation. Clearly, the result would not have been the same if the transportation company's name was "Acme," "Perfection," "Royal," "Majestic" or some other term in common use by many companies in numerous fields.

The key to this case is that "Greyhound," even though it is not a coined word, is so well-known, and so infre-

हाँ, ज़रूर — अच्छी तरह जानता हूँ... मैं ने आपकी विज्ञापन टाईम मेगिजिन में पढ़ी है

"Ah, yes—very familiar. I've seen your company's ads in TIME." That's what representatives of TIME Pacific advertisers hear when they drop their company name in important circles in India. There, as in the rest of the free world, business and government leaders rely on TIME for the news their positions require them to know. To find out how TIME can fit into your overseas operations, call your TIME International representative. **Next year TIME South Pacific and TIME Asia replace TIME Pacific.**

TIME

quently used by anyone other than the single company that made it famous, that the word instantly calls to mind just one unambiguous association; to the general public, it unmistakably identifies Greyhound Corp. That is what makes it unfair to use the name in another business.

The same basic principle explains why the U. S. Patent Office has refused to register "Kodak" as a trademark for cigarette lighters and why court orders have prohibited the use of other famous marks in remote fields, such as "Tiffany" for motion pictures, "Philco" for razor blades and "Rolls Royce" for radio tubes. In the ordinary case, a trade name will not be protected unless its use is likely to confuse the public into believing there is some connection between the two companies. These unique and well-publicized names have been protected on the theory that the public will recognize the association even though it may not be at all confused, and therefore that any use by another company will detract from their special distinctive status. The "Greyhound" case is subject to appeal; if the decision stands, it will belong in this select circle. #

On the Merchandising Front . . .

Coming: A New Type of Discount Food Store

By E. B. Weiss

E. B. Weiss

For several years, some of the major food chains have been experimenting with so-called "bantam" type store units. These stores usually occupy about 1,800 to 2,500 square feet of selling space. Under long-established chain sponsorship they have made little progress; the major progress of the midget food outlet has been under the auspices of new chains or of franchised independents.

But now it appears what a wholly new trend in food retailing may emerge, and, if it does, it will eventually spill over into other types of retailing—drugs, variety, hard goods, etc. I refer to a bantam or midget store that will place its major emphasis not on convenience (which is the prime appeal of most bantam food stores today) but on *price discounting.*

In brief, I think we are about to come into *another* era of low-margin retailing of food. I call it "another" era of low-margin food retailing because when the food super took off, in the early 1930s, it was a true low-margin operation. But today, the food operation in the food super is a high-margin operation.

For example, *Progressive Grocer* recently ran a chart showing how grocery margins (just the grocery department margins) in the food super have moved up inexorably. This chart showed a margin of 14.6 per cent on groceries in 1950—a margin of 19.8 in 1960. That is a rise of over 35% in the margin in the food super in a single decade.

■ And when one remembers that, in the early 1930s, the first few food supers took margins on groceries of a bit under 10%, the rise in margin over a period of less than 30 years in this outlet has been on the order of 100%.

That figure of 19.8% margin on fast-turning *groceries* in the food super becomes even more startling when we learn that the new mill chains and the new closed-door discount chains sell *hard and soft goods* at margins averaging a low 22%, as reported by the National Retail Merchants Assn. (which, obviously, was not too happy to report this figure!).

■ Quite recently, the newer types of discount chains have been putting in food departments. These food departments, which are frequently leased, tend to be subsidized, in one way or another, by the promoters of the discount chains. They usually undersell the food super on food. (One reason for subsidizing this department in the discount chain is that food produces traffic; a whale of a lot of traffic; more traffic than all other promotions combined.)

The food super cannot ignore for long this competition. And it simply cannot meet this competition in its luxurious, high-cost, new giant outlets. Its total costs in these outlets simply will not permit taking a lower margin on groceries than 20%.

■ And the food super can't hope to ape the discount chains—it can't slash prices on food and expect to make up the deficiency on high-margin non-foods. This can't be done because few food supers can merchandise non-foods profitably at a 22% average margin—after all, if they can't handle food profitably at an average 20% margin, they surely cannot merchandise non-foods profitably at 22%. But the newer discount chains can and are turning this trick. The era of juicy margins on non-foods in the food outlet is waning rapidly. (I'm talking here about the huge new store units of the food chains whose non-food inventory tends to be quite similar to the non-food inventory of the newer discount chains.)

The food super is losing food volume to other outlets as well. More department stores are selling food today more than ever before. The variety chain is clearly going into food more and more heavily. So is the drug chain.

■ Consequently, it is becoming imperative for the food supers to begin thinking in terms of some concept other than the giant one-stop outlets into which all of the food chains have been rushing pell-mell for several years. That new concept may very well be a new type of bantam *discount* outlet concentrating on food.

This will be a *new* type of bantam discount food outlet, as differentiated from existing types, in that it will be a *discount* operation. It won't get back to the 10-12% margin of the earliest food supers—but it will take much less than the 20% margin on food that is so typical in the food outlet today.

How will it turn this trick?

■ Well, it will slice its margin requirements, in some instances, by leasing food departments in various types of discount outlets (in other outlets, too, perhaps the variety chains). After all, a leased department does not require the investment needed for a new store, and return on investment is the real yardstick of retail profit performance.

It will inventory less expensive grades of food.

It will stock controlled brands made to specifications. These specifications will add up to less expensive grades.

It will open stores in low-rent areas.

■ It will build stores that will be stripped of all non-essentials; these discount food outlets will get back to some of the principles of the early "pine-boards" which fathered the present drug chains; back to some of the principles of the early food supers which took over low-cost abandoned movie houses and garages and installed minimum equipment; back to the continuing "pipe rack" concepts of highly-successful Robert Hall.

Then, of course, it will merchandise in accordance with its bantam size—minimum inventory, fast turn, night hours, Sunday openings where permitted.

Is this a pipe dream?

Not at all. ACF-Wrigley Stores Inc., has set up, according to its chairman, "discount-type stores selling less expensive grades of food." I suspect several other food chains are just beginning to move in this same direction.

And I think this trend toward a new type of discount food store will be accelerated by the coming era of automatic retailing. There is no question at all that, within two or three years, the recently-announced vending machines capable of accepting paper money and making change up to approximately $10, and which are "climatized," will be reaching the market in large numbers. These machines will fit in neatly with bantam food stores. (They will take the place of windows in these stores and will sell while the stores are closed as well as while they are open.)

Also, I read that in London one more attempt is being made to test an automated food store; a food store employing electronic principles of floor selling. This, too, must and will come—and in its early application it will be confined to bantam-size stores.

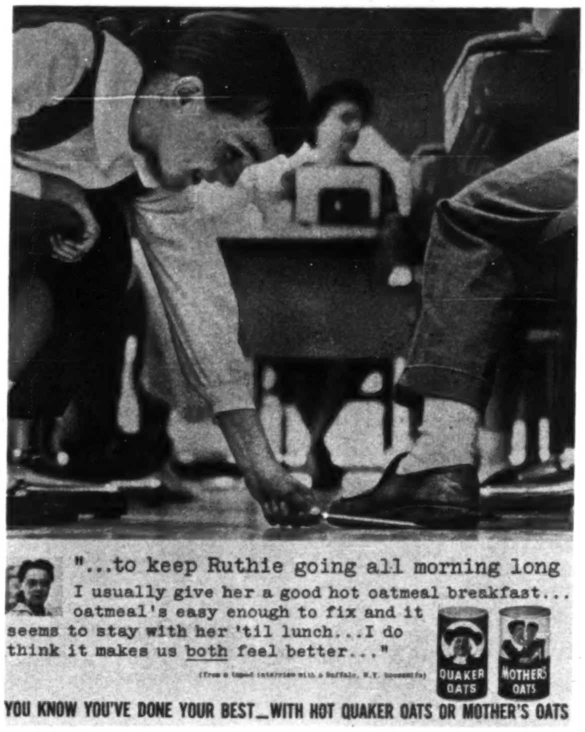
Finally, there will be small food stores that will do practically all of their business over the phone—really, these will be small warehouses, not traditional food outlets.

But the hallmark of all of these new types of food outlets—in addition to bantam size—will be a lower margin; lower prices.

The department store, the variety chain

The Creative Man's Corner . . .

Lamentable Copy



"...to keep Ruthie going all morning long I usually give her a good hot oatmeal breakfast... oatmeal's easy enough to fix and it seems to stay with her 'til lunch...I do think it makes us both feel better..."

(from a taped interview with a Buffalo, N.Y. housewife)

QUAKER OATS
MOTHER'S OATS

YOU KNOW YOU'VE DONE YOUR BEST—WITH HOT QUAKER OATS OR MOTHER'S OATS

Aside from looking like paper hanger's paste that's been standing around unused for a couple of weeks, oatmeal is, we understand, about as nutritious a cereal as you can come upon. However, unless drowned in cream and packed under a formidable layer of sugar, it has about as much taste-appeal as damp cardboard.

So how go about advertising it?

Quaker here publishes part of a taped interview with an unnamed Buffalo, N. Y., housewife who is quoted as saying, " . . . to keep Ruthie going all morning long I usually give her a good hot oatmeal breakfast . . . oatmeal's easy enough to fix and it seems to stay with her 'til lunch . . . I *do* think it makes us *both* feel better . . . "

Maybe a real Buffalo housewife actually said this—even pronouncing *till* as *'til.* But it sure sounds as if she was being prompted from the wings by Quaker's advertising agency or reading something off the Quaker package. Moreover, without a slug of orange juice and a generous helping of milk, we doubt that even Quaker oats would keep an active girl-child going all morning long, whatever that means, and we hope for the best.

So many ads these days are skilfully done in the art area but so woefully weak when it comes to copy. Maybe before too long copy will catch up to the mighty strides advertising design has made. #

Men in space?

Yes, but you'll

never guess

where...

They're up on the roof. A Chemical Process Industries plant roof. They're demonstrating a new sprayed-on industrial roofing that can save considerably on cost of conventional roofing. And cut maintenance as well. So report the editors of CHEMICAL WEEK in a recent issue. One hot news story of many... in a publication packed with fact and ideas and inspiration for CPI-management.

These are the men who turn to CHEMICAL WEEK, every week. It's vital because it's their only news magazine. It's unique because it's the one CPI publication for management. It's exclusive because it accepts subscriptions from management men and nobody else – presidents to purchasing agents, plant managers, research directors... reaches all functions, all levels, technical and non-technical.

CHEMICAL WEEK is unlike any other CPI publication. In fact, there are few magazines in any business field that match its editorial get-up-and-go... its timeliness... its professional skill in presentation. As an advertising man it is your kind of a magazine, too... a splendid working companion for your best copy and layout.

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

and the drug chain piled overhead on overhead—and invited the low-margin competition of the various types of discount chains. The food super has piled overhead on overhead—and invited low-margin retailing of food in discount chains.

Now the food chains must get back to the basic principle of their founding fathers—low margins. The food super has lost its low margin monopoly on food—precisely as department stores have lost their low-margin monopoly on soft goods, the variety chains on variety classifications, the drug chains on drug classifications. Like these other outlets, it has acquired a haunch, paunch and jowl; it is a *high-margin* retailer.

It can't fight its way back to low-margin retailing on food by building luxurious giant store units with gold-plated fixtures and hostesses. It can get back to low-margin food retailing only by developing new concepts of bantam food stores. And these bantam stores mus⁴ ˊ˜ discount operations. #

Agencies Ask Us . . .

Psychological Hazards of the Small Agency

By Kenneth Groesbeck

By small agency is meant one billing, let us say, from two millions down. The more one studies the problems of agencies in this general class range, the more one is impressed with the importance and difficulty of psychological aspects of their operations—internal and external human relations. How to get on with people, within the shop and outside it. How to solve the intricate problems of employment, participation, profit sharing, the preservation of creative enthusiasm inside the agency: how to hold on to clients and keep them satisfied, how to combat illegitimate competition, how to grow in size and value to the industrial community.

Kenneth Groesbeck

Why does it seem justifiable to say that these problems are more pressing in the small operation than in the large? Are they not common to the entire agency business?

They are, as you will readily see, all human relations questions. And when you come to analyze the small agency operation as compared with the large one, you see why. You find the small agency fundamentally characterized by individual service. Here is an operation headed by one or two people who have risked all to go into business for themselves. As distinguished from the group-developed, somewhat impersonal service of the big shop, with all its ramifications into research and marketing, the small agency essentially offers the individual experience and business judgment, the creative suggestions, the marketing know-how, of one or two persons.

■ It stands or falls, therefore, on its ability to make this sort of individual thinking work better, inside and outside, than committee judgment. In such person-to-person relationships, the psychological correctness of its procedure is all-important.

Let me give you a case history I ran into the other day, to illustrate a contact problem peculiarly of small agency character.

The client is a highly successful business man spending in advertising about $200,000 in national magazines; his product an expensive item. This individual is stubborn, strong in his opinions, yet so intelligent as to require from his agency man not only ability, but also honesty and free expression of opinion. Indeed, this small agency's hold on this account stands not only on good advertising, but on the agency man's ability to talk back to the client. As might be expected, the agency man is just about as stubborn and opinionated as the client, and equal to him in his success in his own field.

On the particular occasion of which I write, the advertiser had received, from one of those self-appointed critics of advertising who give us all such joy, a harsh condemnation of the current advertisement, whose layout was characterized as tasteless, too strong, not in harmony with the product, and so on.

"He's right!" stated the client, bluntly.

"He's wrong!" replied the agency man, just like that. And there they were.

Both these strong-minded individuals then proceeded to battle over copy and strategy, ending up with a turn-down for a fine advertisement and a cutting of the appropriation in half.

■ All these deplorable results would have been avoided if the agency man had used his head instead of his heart. He should have gotten out of there without delay, to come again another day when the weather was more favorable. But no. At stake was an advertising campaign of real value. The agency man had to go to bat for it right there (an emotional, psychological reaction completely apart from good judgment), so he was struck out in a hurry.

■ The point I am making is that the contact man from a large agency, trained in proper salesmanship, would not have individually been so deeply involved in this issue as was the small agency head. Concerned was his child, and the best interests of a really beloved client. Psychological hazard, highly characteristic of the small personal contact situation, over which the agency man fell flat on his face.

The thing will come out all right, you know. The basic foundation of the relationship is so sound that when both these stubborn people have cooled down, they will mend the temporary break together. But it was a difficult session, and the only good that may come out of it was an important lesson for the agency man. Because it was his own fault, one hundred percent.

■ Superficial practitioners would say that this is another example of the necessity of "giving the guy what he wants." You know how often this is the solution arrived at, to the great detriment of both parties. No, honest advice is essential. But horse sense is essential, as well, which indicates that there are times when advice is resented and angrily resisted. The client has a psychological problem of his own, one inherent in power. A person in a position of authority, especially on the spending of large sums of money, may well be a bit sensitive about his prerogatives. One does not gratuitously step on his toes.

This is just an attempt to pin-point one external psychological hazard and indicate how characteristic it is of the small agency operation. Evidently, as agencies grow in size, the personality puzzles become relatively less difficult, or are solved by size and power more often than by individual wisdom. We little people, in this world of big business, must be creatively of greater value to our clients, and also psychologically sounder in our human relations, if we are to survive.

It is definitely a mistake for the small agency to think of itself as a large agency in embryo. The success rules which govern the large and the small agency operation are quite different, one from the other. It is extremely important for the small agency to evaluate properly its psychological assets and liabilities, just as it does those which concern its financial situation. #

Tyler Picks Ten for November . . .

Let's Build Better Creative Men 'Cause Good Ads Are Hard to Come By

By William D. Tyler

The last few weeks have had to be lived through to be believed. They featured an attack on creativity by an agency man and a defense of the same commodity by a client. This is like having the buyer praise the wares as the seller deprecates them.

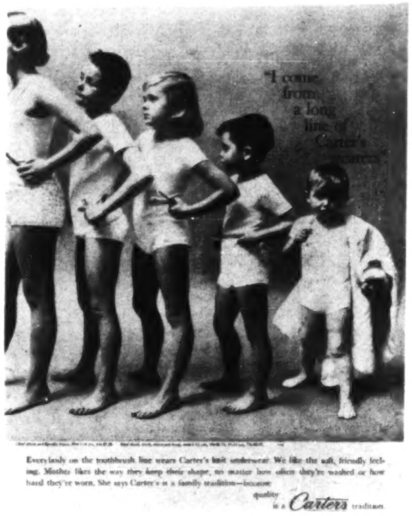
William D. Tyler

True, the term "creativity" has been extended to include all business activities except filing and the delivery of mail. However, the root of the controversy is not the term but the quality of advertising itself. As agencies have increased their efforts to be seen and heard above the growing competition, some have become simply more strident, while others have become more precious.

It's easy to criticize, but let's face it, the fact is that it's getting harder and harder to create effective advertising. So, if you can't do it, don't knock it. Instead, let's work to build better creative people. We're going to have to live off them sooner or later.

Carter's Underwear

This ad is made of many parts. One part surprise, one part charm, a broad slice of humor, and a most attractive display of almost the whole line of merchandise. Put them all together with some good copy by BBDO's Anna Lee Gold, and a slogan that has some stuff to it: "Carter's is a family tradition—because quality is a Carter's tradition." What have you got? One of the highest audiences recorded for any ad this year. Layout by Bob Ballantyne; superb photography by Tana Hoban.


"I come from a long line of Carter's
quality is a Carter's tradition

Carter's

Polaroid

Polaroid has announced its new 10-second film just the way an improvement of this magnitude should be announced—strongly, simply, dramatically. Only one line of copy: "Now you don't even have to wait a minute—the new Polaroid Land Film . . ." The layout of great power and assurance is Helmut Krone's of Doyle Dane Bernbach. Ad idea was Bill Bernbach's.

Australian Travel Assn.

Advertising run upside down or sidewise just to get attention usually gives this department the pip. According to the rating services, it doesn't do much to raise the temperature of the masses, either. This ad is, I believe, an exception. That's because its upside-downness makes a point, as well as being a grabber. The only thing printed right side up is the headline: "What's it like Down Under?" To see the picture and read Don Rehlaender's copy, you have to turn the magazine, or stand on your head. Worth while. It's about Tasmania! ". . . where (else) do platypuses hide in secret glens? Headlands loom above the haunts of Captain Bligh? Newly minted cities. Stone Age aborigines. All this—plus the hustle, the muscle of the highest-hearted land on earth." Ad was Fred Manley's idea, of Cunningham & Walsh. Cal Anderson made the layout.

Hartmann Luggage

This is a good ad, almost absurdly simple. The trick lies in the great big picture of the bag itself, surrounded by peripheral numerals. Each is used to point out a product feature in Bob Levenson's good copy. Example: "2. We add a roomy extension at the fold and call it a 'bustle'. Lets your clothes expand (instead of being pinched)." Another: "4. For the top, bottom, and binding, we import belting leather from a small Canadian tannery. They steep it in hemlock bark liquors . . . to give it what they call a kindly feel. No one else tans leather this way, and we buy all they make." Why isn't more copy written with this love of product built into it? Agency is Doyle Dane Bernbach, art director Bert Steinhauser. #

Air France Airlines

The general public may not get this one, but those who do will like it very much. The Atlantic air carriers have been using a hidden price cut on economy runs to wrest business from one another. This has consisted of hot, multicourse meals for passengers entitled only to sandwiches and snacks. Evidently, the lines have come to an agreement and all are now entitled to stuff hot, steaming viands into economy fare passengers on an open and aboveboard basis. Glenn Verrill's headline and Martin Stevens' illustration tell the story rather well. Makes a lot of advertising sense for Air France to whoop it up over this *dénouement* because of its gastronomical reputation. BBDO is the agency.

Kraft Peanut Brittle

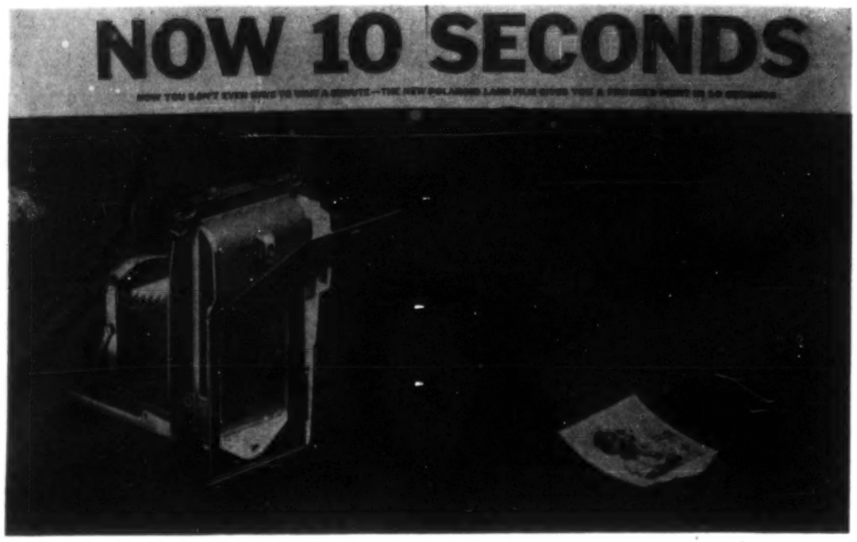
The fact that Kraft Foods is now bringing out a packaged peanut brittle is not an item calculated to make me jump with joy as much as the way they are introducing it. John Rolfe of Foote, Cone & Belding, Chicago, titles a big close-up

KQBY GOES MUTUAL! Now KQBY, San Francisco's good music station, has joined Mutual Radio. It becomes one of the 400 local markets you get with your Mutual "buy." And here's the Mutual advantage: KQBY, like all Mutual affiliates, does its own local programming designed to appeal to the local listener. Mutual adds to this programming authoritative world-wide news, commentary and analysis–a prestige showcase for your sales message. Buy Mutual–you get the appeal of a locally programmed station plus the prestige of network news. Mutual is the network with double-barrelled local impact–a good place to make every advertising dollar work harder.

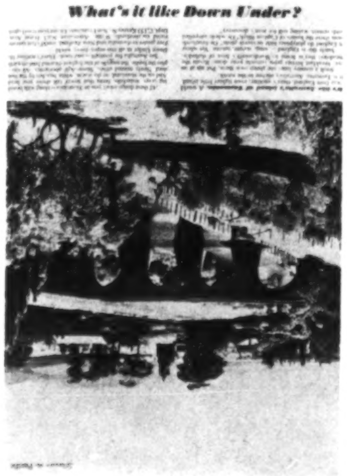
MUTUAL RADIO
A SERVICE TO INDEPENDENT STATIONS

KQBY
SAN FRANCISCO
MUTUAL
RADIO

Subsidiary of Minnesota Mining & Manufacturing Company 3M



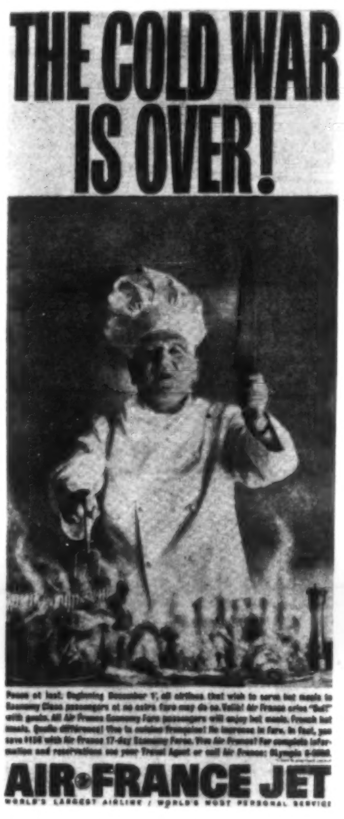
Polaroid


What's it like Down Under?

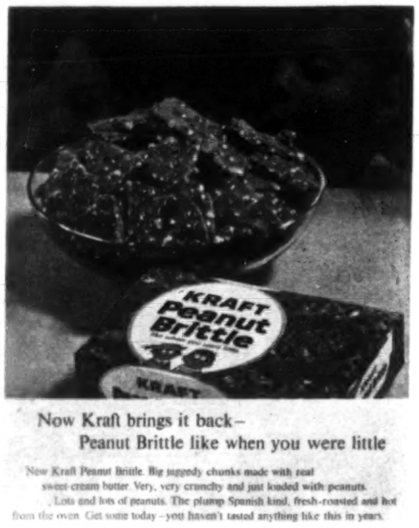
Australian Travel Assn.

Here's what makes the Hartmann Tally-Ho the best lightweight luggage in the world:

Hartmann Luggage


THE COLD WAR IS OVER!
AIR•FRANCE JET
WORLD'S LARGEST AIRLINE / WORLD'S MOST PERSONAL SERVICE

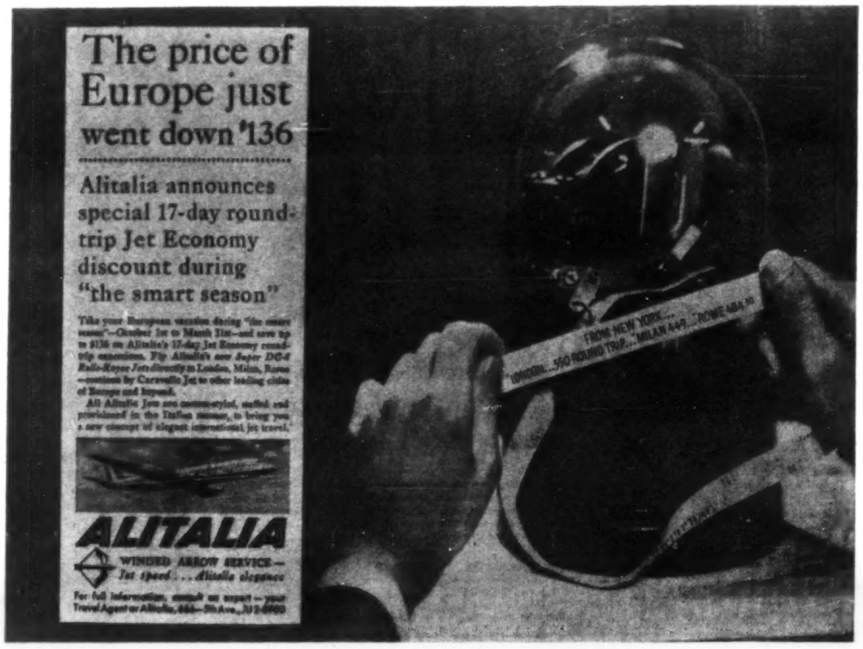
Air France


KRAFT
Peanut Brittle

Now Kraft brings it back—
Peanut Brittle like when you were little

Now Kraft Peanut Brittle. Big jaggedy chunks made with real sweet-cream butter. Very, very crunchy and just loaded with peanuts. Lots and lots of peanuts. The plump Spanish kind, fresh-roasted and hot from the oven. Get some today—you haven't tasted anything like this in years.

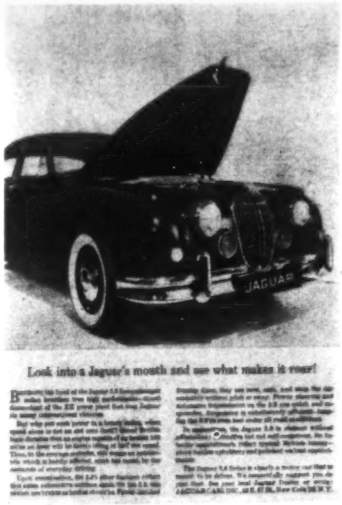
Kraft Peanut Brittle


The price of Europe just went down $136

Alitalia announces special 17-day round-trip Jet Economy discount during "the smart season"

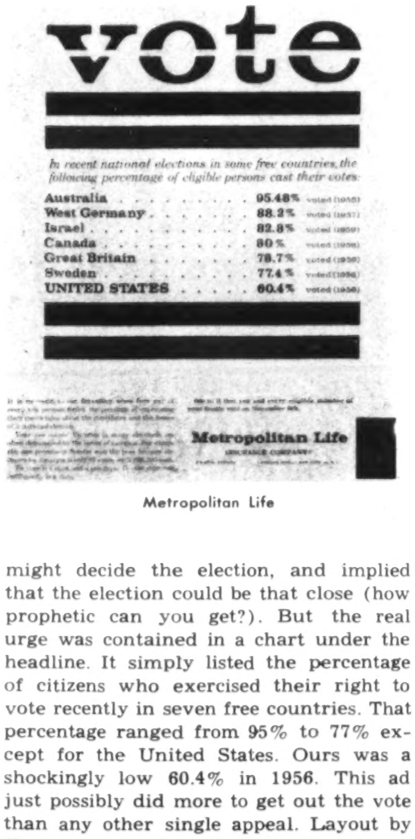
ALITALIA
WINGED ARROW SERVICE—
Jet speed . . . Alitalia elegance

Alitalia Airlines



Look into a Jaguar's mouth and see what makes it roar!

Jaguar

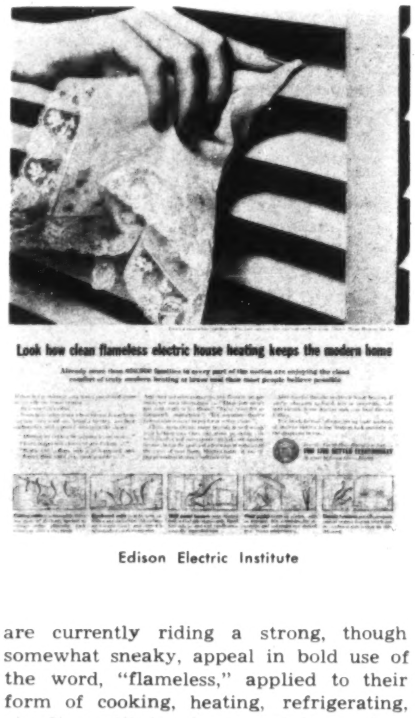

vote

In recent national elections in some free countries, the following percentage of eligible persons cast their votes:

Australia	95.48%	voted (1958)
West Germany	88.2%	voted (1957)
Israel	82.8%	voted (1959)
Canada	80%	voted (1958)
Great Britain	78.7%	voted (1959)
Sweden	77.4%	voted (1958)
UNITED STATES	60.4%	voted (1956)

Metropolitan Life
INSURANCE COMPANY

Metropolitan Life


Look how clean flameless electric house heating keeps the modern home

Edison Electric Institute

picture of the product: "Now Kraft brings it back—Peanut Brittle like when you were little." This is a turn of phrase calculated to win friends and start the nostalgic juices flowing. Good copy, too: "Big jaggedy chunks made with real sweet cream butter. Very, very crunchy and just loaded with peanuts. The plump Spanish kind, fresh-roasted and hot from the oven." Reminding people of how something tasted when they were kids is not only psychologically, but physiologically, sure-fire. It actually *did* taste better to them then—taste buds were keener, more appreciative. John Breunig was the art director.

Alitalia Airlines

The seasonal reduction in airline fares to Europe gave copywriters a field day. But the one I liked best was for Alitalia. Charles Ewell of Gardner wrote it: "The price of Europe just went down $136." A stopper. Bob Reed and Frank Yelinek made the layout.

Jaguar Cars

A dealer newspaper ad for Jaguar does an imaginative job of drawing attention to the car's powerful motor in an utterly unique way. It took advantage of the car's name. Cunningham & Walsh art director Nick Pappas opened wide the hood (bonnet to you, bud) and copywriter Jerry Gerber titled it, "Look into a Jaguar's mouth and see what makes it roar!" Copy neatly solves the industry's controversial issue of promoting excessive speed in advertising as follows: "Why such power? . . . an engine capable of an honest 120 miles an hour will be barely idling at half the speed . . . means an automobile barely taxed by everyday driving."

Metropolitan Life

The best advertising effort devoted to getting out the vote that came to my attention was the red-and-blue magazine ad headed, simply: "Vote." It was signed by Metropolitan Life Insurance Co. Jack Lentz' copy made the point that your vote might decide the election, and implied that the election could be that close (how prophetic can you get?). But the real urge was contained in a chart under the headline. It simply listed the percentage of citizens who exercised their right to vote recently in seven free countries. That percentage ranged from 95% to 77% except for the United States. Ours was a shockingly low 60.4% in 1956. This ad just possibly did more to get out the vote than any other single appeal. Layout by Young & Rubicam's Hank Quell.

Edison Electric Institute

The "Live Better Electrically" forces are currently riding a strong, though somewhat sneaky, appeal in bold use of the word, "flameless," applied to their form of cooking, heating, refrigerating, etc. It constitutes, in my opinion, a devastatingly effective appeal. This advertisement utilizes that, in a minor way, but goes further to demonstrate how clean "flameless" heating can be. It was Deane Coords' idea to illustrate this with a simple, cogent device: A woman's hand running a lace handkerchief over a spotless Venetian blind. He wrote the copy, and John LaGrand of Compton was the art director. #

Too Many Ads Are Based on Fact, Not Motive, Adclub Told

OKLAHOMA CITY, Dec. 6—Only when admen become thoroughly aware of people's deep psychological needs, can they hope to get prospects to respond in the desired way, Stewart Harral, University of Oklahoma journalism professor and director of pr studies, told the Oklahoma City Advertising Club.

Advertising copy often fails, he said, because it keeps stressing, "See how big we are" or "Look at this great discovery we have made," giving the prospect nothing to identify himself with.

Psychological factors, rather than need, are the motivations of most purchases, Prof. Harral said. "Often people aren't reasonable, often they don't know why they believe or act as they do, nor are their actions the result of rational thought," according to him.

What moves prospects today is not necessarily what will make them reach for their pocketbooks a year from today, he implied.

■ "But people do act with purpose," according to Prof. Harral. "Their behavior makes more sense if thought of in terms of its goals, motives and needs. People aren't equipped with any standard set of motives. They learn to want things in the course of their living, and since they live differently, they want different things—an almost infinite variety of things," he said.

Returning to copy, Prof. Harral said, "We are still living in a psychological age, and yet so much of our copy is still fact-filled." He suggested that admen "combine a human problem with a copy point" if they want to hit home. #

Yardis to Issue 'Concept'

Yardis Advertising Co., Philadelphia, has begun publishing a new monthly external house organ, starting with a December issue. The new publication is entitled "Concept."

Lindley Joins 'Examiner'

Hal F. Lindley has joined the *Los Aangeles Examiner* as retail advertising manager. He formerly was advertising manager of the *San Fernando Valley Times*.

Kentucky Rule Forbids Giving Trading Stamps with Milk

Kentucky's State Milk Marketing & Anti-Monopoly Commission, Frankfort, has issued a regulation, effective Dec. 1, forbidding trading stamps or any type of premiums to be given in connection with the sale of fluid milk, cottage cheese, or frozen dairy products. The rule also prohibits the wholesale or retail sale of milk products at less than cost or the giving of quantity or "advertising" discounts by distributors, processors or bulk milk handlers to dairy product retailers. Sales of butter and cheddar cheese are not covered by the new regulation.

ARF Adds Six Members

The Advertising Research Foundation, New York, has added six new members: State Farm Mutual Automobile Insurance Co., business school library at Boston College, business school library at Columbia University, McCann-Erickson, London, Forsyth Library at Fort Hays Kansas State College and the Harvard Center for Cognitive Studies. ARF also has made available to its members bibliographies on copy testing, questionnaires and corporate image.

Callahan Heads MRTA

William J. Callahan of Sullivan, Stauffer, Colwell & Bayles has been elected 1960-61 president of the Marketing Research Trade Assn., New York, an organization founded six years ago to deal with problems encountered by market researchers. Other officers are Frances Reitmeyer, Pepsi-Cola Co., vp; Beatrice Gorbaty, Survey Service, Buffalo, secretary, and Frances Kienker, General Foods, treasurer.

Wallerstein Joins Center

Edward Wallerstein, formerly vp of marketing and production of Liondale Shirt Co., New York, has joined the Center for Research in Marketing, Peekskill, N.Y., as executive director in charge of finance and administration.

Imprinting Service

Let us personalize your national advertising by imprinting it with the names, addresses, and trade marks of local distributors. We handle tabloids, magazines catalogs, booklets and folders in runs of all sizes.

SERSEN'S IMPRINTING INC.
120 So. Sangamon St.
CH 3-2050 Chicago 7, Ill.

℞

Selling Pharmaceuticals?

Here's a preferred market-at a popular price: for less than 5¢ apiece, you reach 87,000 dentists in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

SCHUYLKILL EXPRESSWAY
R1981

"The Sophisticated Sound of the Big Bands!"

This is the one radio station in Philadelphia whose Sophisticated Big Band Sound reaches concentrated adult audiences whose individual purchasing power is greater than that of any other audience drawn by any other radio station in Philadelphia.*

WRCV RADIO · 1060 · PHILADELPHIA

Sold by NBC Spot Sales • Owned and Operated by the National Broadcasting Company

*Source: Pulse, Qualitative Report, May 1960

THE
LANDING
STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Last chance—to get your copy of Burgoyne's new 1960 *Survey of Super Market Shoppers*—the hottest fact-finding document in its field.

* * *

Made under the direction of Ben L. Schapker, a man with 30 years experience in the super market and market research fields, this Survey is based on 2,695 interviews made in seven metropolitan markets. Questions answered, cover a range of topics including attitudes toward food store advertising, special store departments, Sunday opening, trading stamps, coupons, extent of buyers' price comparison—just to mention a few.

EXTRA!
EXTRA!
GET YOUR
SUPERMARKET
SURVEY!

To get your copy of Burgoyne's new Survey of Super Market Shoppers—staple one American dollar to your letterhead and send it to: Merchandising Director, Burgoyne Index, Inc., First National Bank Building, Cincinnati 2, Ohio.

* * *

And while you're at it, include a request for the new booklet we have prepared, explaining in detail the whole operation of Burgoyne Index, Inc. You'll learn all the "hows" and "whys" of Burgoyne Retail Sales Studies, the markets in which we're permanently set-up for Studies, and the clients for whom we work. Order both Survey and booklet today.

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO
CHICAGO OFFICE, Palmolive Bldg. PHILADELPHIA OFFICE, 1405 Locust St.

Woolworth Steps Up Ads in Dailies, Use of Sales Incentives to Hold Competitive Position

NEW YORK, Dec. 6—F. W. Woolworth Co.'s vp in charge of sales, T. R. Lynn, today spelled out some ways his company intensified its ad, sales and marketing efforts to meet "rapid and drastic change in retailing" and "ever intensifying competition."

He told the Sales Executives Club here that "to keep traffic heavy and healthy in all Woolworth stores we've not only beefed up our advertising expenditure these past three years; we've changed our entire advertising approach."

He said the company has come to respect the flexibility of newspapers. "From heavy concentration in network radio programming via 'The Woolworth Hour,' color pages and spreads in magazines, catalogs and some newspaper advertising, we have gone heavily to newspapers for general merchandising advertising," he said. "Supplemental, lesser campaigns in magazines and tv mostly have been employed to promote our own private brands or to cope with unusual localized situations.

"But, as I've said, newspapers have become our strong advertising arm, the muscle of which has grown from 400,000 lines in 1957 to 24,000,000 this year" (AA, Oct. 24).

■ At the same time, the company has met the outside competition by intensifying intra-company competition which, he said, has always existed among the 11 sales divisions of the North American side of the company.

"Incentive bonuses for divisional personnel, store managers and even store clerks have gone a long way toward achieving this goal," he said.

"In fact, intra-company competition has been stepped up to a point where it is now commonplace for divisional personnel and store managers to flavor management's incentive contests with friendly, personal side-bets of their own.

"These incentive programs are, of course, a device for sustaining enthusiasm through a prolonged sales period. They serve to beef up the strongest incentive of all: Woolworth's remunerative system, whereby all personnel from store managers on up are paid solely on a percentage-of-the-profits basis.

■ "If Woolworth's wage and bonus systems are a way of sustaining selling enthusiasm, we went a big step forward earlier this year in creating this enthusiasm as never before."

Formerly the company had only its district sales, merchandising and ad heads meet at executive headquarters in New York to hear sales plans and goals, he recalled. They would then go back and pass along the directives. Last January, for the first time, however, 300 store superintendents joined the meeting. The new plan is to be continued next year.

Mr. Lynn added that Woolworth has tightened up its selling machinery in other ways—"the better to slug it out with the competition for our fair share of the consumer's dollar."

One way was keeping pace with population shifts. "In fact, we've done better than that; we have anticipated such shifts and located our new stores accordingly," he said.

■ Another way has been "changing the physical structure of our stores to allow for more selling space in relation to stock area and for wider aisle space without loss of counter space," he said. In the past five years, Woolworth has spent a little under $200,000,000 to have these changes incorporated into 488 new stores, 125 relocated stores and 512 renovated and refurbished stores.

In addition, in the past five years the company has been swinging to more self service. Self service stores now make up more than 50% of Woolworth's outlets.

Looking to the future, Mr. Lynn forecast that retailers may undertake more institutional advertising.

"As all stores move closer and closer to a single identity because of similarity of merchandise lines carried, services and pricing, the need to achieve an individual image will demand this type of advertising," he said.

He added that 50% of the items that Woolworth and other retailers will sell five years from now "are not even on the drawing board at present." Woolworth currently carries about 35,000 items of merchandise, of which 10,000 are new to the stores each year, he said.

■ Like the rest of the retailing industry, Woolworth probably has only "stepped across the threshold" in applying automation, he indicated. "The Woolworth reordering system, that has reduced inventory and increased turnover; the electronic accounting machinery, that processes more than 13,000,000 supplier invoices annually, probably foreshadow, among others, moving conveyor systems for instantaneous and automatic filling-in of depleted stocks; optical computers that will take sales data right off cash registers; electronic cash register tapes that can be integrated into computer equipment," he said. #

Wade Joins Four A's

Wade Advertising, Chicago, has been elected to membership in the American Assn. of Advertising Agencies.

A Park & Tilford Special Selection

Founded 1840
P&T
Over 100 Years of Quality
EXTRA DIVIDEND- THE RICHEST TASTE IN TOWN!
Founded in 1840
PARK&TILFORD
Private Stock
All Straight Whiskeys
BLENDED AND BOTTLED BY PARK & TILFORD DISTILLERS CO LOUISVILLE KENTUCKY

PARK & TILFORD PRIVATE STOCK, America's Luxury Whiskey, is "custom-made" for those whose taste goes beyond the ordinary. Richly wrapped for non-speculative holiday gift giving.

EXTRA DIVIDEND—*Park & Tilford Distillers Corp. claims to have beaten a taboo with this half-page ad in the New York Journal-American on the financial page and set in the same type as the financial news. Mogul Williams & Saylor is the agency.*

Women Lead Swing to Filter Cigarets, Says Sindlinger

Women continue to lead the swing to filter cigarets in 1960, according to Sindlinger & Co.'s October report on product use. From an apparent balance in preference between filters and non-filters in December, 1959, filters now represent 54.3% of total consumption.

Sindlinger claims that 70.3% of women smokers now prefer filters, against 65.8% in Dec., 1959. The survey indicates that Pall Mall appears to be overtaking Camel as the nation's No. 1 cigaret.

Knickerbocker Names Lipman

Knickerbocker Laboratories, New York drug company, has appointed Herbert Lipman Advertising Corp., New York, to handle its advertising.

100 Newspapers Participate in 'Philadelphia News' Ad Series

More than 100 newspapers, with a combined circulation of more than 5,500,000 are now participating in the *Philadelphia Daily News'* weekly series promoting advertising (AA, Oct. 24). The ads, prepared by both national and Philadelphia agencies, and free to any newspaper requesting them, are 1,000 lines and promote advertising in general rather than any particular phase. Ninety-one of the newspapers participating are dailies, one is a tri-weekly and ten are weeklies.

Federal Pacific Boosts Two

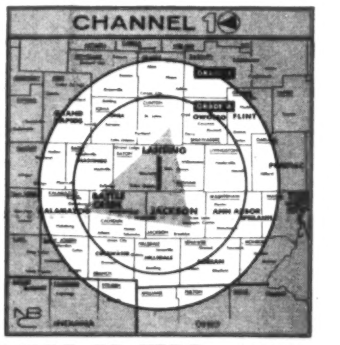
Federal Pacific Electric Co., Newark, N.J., has promoted two ad specialists, Charles F. Bertsch and John J. Liptak, to supervisors of advertising and sales promotion. Mr. Bertsch will take charge of low voltage electrical products, and Mr. Liptak of medium and high-voltage electrical products.

ONE SHOT
TAKES
ALL
THREE

LANSING
JACKSON
BATTLE CREEK

Tap all three barrel-size markets in Central Michigan — Grade A coverage of an area ranking 11th* in retail sales, 26th** in TV households. Let Venard, Rintoul & McConnell, Inc. roll out the facts.

*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV
CHANNEL 10
LANSING
JACKSON
BATTLE CREEK

SERVING MICHIGAN'S
GOLDEN TRIANGLE
Associated with WILS – Lansing / WPON – Pontiac

"14 TESTED WAYS TO BUILD SALES AND CUT SALES COST"

1 Get your product into original specifications.
2 Build a cream prospect list for salesmen.
3 Save salesmen's time for selling.
4 Close orders before competition develops.
5 Make your sales story easy to grasp and remember.
6 Reach key buying influences with your story.
7 Inject your product into more buying conversations.
8 Lead dealer salesmen to favor your product.
9 Be recommended by salesmen selling related products.
10 Funnel demand to standard sizes and styles.
11 Sell related equipment with primary purchase.
12 Make it easy for prospects to sell themselves.
13 Inspire confidence in your salesmen.
14 Keep your product sold by assuring proper use.

All of these things can be done by a single Perrygraf Slide-Chart. Thousands can be put to work for the price of a trade paper advertisement. Complete design and manufacture will be done for you by Perrygraf Corporation. SEND FOR FREE BOOKLET TODAY.

14 TESTED WAYS TO BUILD SALES and CUT SALES COST

product facts at the fingertips
PERRYGRAF
slide-charts
150-J S. Barrington Ave., Los Angeles 49, California
1500-J Madison St., Maywood, Illinois

Calorie Control Grows as Major Ad Enterprise

(Continued from Page 1)

city.

Among issues to be determined at the meeting is whether the products are food, and thus would come under jurisdiction of the Illinois agriculture department, or are milk and would come under Chicago's Grade A jurisdiction.

The Meadow Gold dairy division of Beatrice has launched Weight Control-900, a ready-to-drink milk-based product, in markets across the country. Price is 89¢ a quart. Since Meadow Gold milk is not distributed in Chicago, the new product will not be sold here. Newspaper ads will break this week through Cunningham & Walsh.

Dean Milk Co. already is in most of its nine-state marketing area with Dean's 900 calorie food, where "local, city or state regulations permit." Dean has not given the product a brand name. Price, like most of the other fresh milk products, is about 89¢ a quart. The first newspaper ad will break next week, and the product already is being promoted on tv in Rockford, Ill. But most advertising will break after Jan. 1, according to J. M. Rockwood, marketing vp. Clinton E. Frank Inc. is the Dean agency.

Bowman Dairy Co. has named North Advertising to handle Bow-Cal, its new 900 calorie dietary food. J. Walter Thompson Co., which handles the bulk of the Bowman account, handles competing Quota for Quaker Oats. Bow-Cal will be promoted via newspapers and radio and tv spots.

Sidney Wanzer, which distributes milk products in Chicago and 177 suburbs, has a similar fortified skim-milk product, but currently is "surveying the market" before introducing it. George H. Hartman Co. is the Wanzer agency.

In addition, Hawthorne-Mellody Farms Dairy, which has operations here and in Kansas City, Cleveland and Milwaukee, has begun distribution of Plan, a product of Plan Food & Research Co., Kansas City (AA, Dec. 5). Heavy promotion for the product nationally, through Valentine-Radford, Kansas City, will be backed by Hawthorne-Mellody in its marketing areas through Lilienfeld & Co. #

Bristow Named Head of BBDO in Chicago as Tiss Moves to L.A.

Jack M. Bristow has been named manager of the Chicago office of Batten, Barton, Durstine & Osborn, succeeding Wayne Tiss, who will assume major account responsibility in BBDO's Los Angeles office. Both men are agency vps.

Wayne Tiss

Jack M. Bristow

Mr. Bristow joined BBDO in Buffalo in 1948, was transferred to Cleveland in 1956 and named manager in Cleveland in 1957. He was named account supervisor for W. A. Sheaffer Pen Co. in the agency's Chicago office last July. With BBDO since 1937, Mr. Tiss has been an account executive, head of radio in Minneapolis, manager of the Hollywood office and since January, 1959, manager in Chicago.

Last Minute News Flashes

Sunkist Gives Canadian Assignment to FC&B

Los Angeles, Dec. 9—Sunkist Growers has appointed Foote, Cone & Belding, Toronto, to handle all consumer product advertising in Canada except fresh fruit, which is handled by Leo Burnett Co. (AA, Sept. 12). What little advertising Sunkist has done in Canada for non-fresh fruit products has been placed through brokers, but advertising for these products is expected to be stepped up in 1961. FC&B handles all of Sunkist's U.S. advertising except fresh lemons, which went to Leo Burnett last May.

Latex Unit to Sudler; Ayerst Adds to Klemtner Share

New York, Dec. 9—Two ethical drug accounts have changed agencies. The Tailby-Nason division of International Latex Corp. has moved from Jordan, Sieber & Corbett to Sudler & Hennessey, and Ayerst Laboratories, a division of American Home Products, has shifted the bulk of the business recently resigned by Cortez F. Enloe Inc. to Paul Klemtner & Co., Newark. Klemtner has been an Ayerst agency since 1957.

Hockaday Parts with Bali Bra

New York, Dec. 9—Hockaday Associates has resigned the Bali Brassiere Co. account over differences in creative approach. The account, which has been at the agency since 1958, is estimated to bill between $100,000 and $150,000.

Privately Owned TV Network Okayed in Canada

Ottawa, Dec. 9—The Board of Broadcast Governors today granted permission to S. W. Caldwell Co. Ltd., Toronto, producer and distributor of tv films, to form the country's first privately owned tv network. The network must have at least six private tv stations as affiliates, the board ruled. The government-subsidized Canadian Broadcasting Corp. currently is Canada's only tv network.

Crane Names Lampert for Some Industrial Products

New York, Dec. 9—Lampert Co. has been named to handle advertising for some industrial products of Crane Co. D'Arcy, which landed the entire Crane account just three weeks ago (AA, Nov. 21), and Crane executives in Chicago said they had not been notified of the Lampert appointment.

Reach, McClinton May Get Ansco; Other Late News

- **Reach, McClinton & Co.** is reportedly leading contender for the $1,200,000 Ansco photographic products account, resigned in October by Benton & Bowles. Reach, McClinton reportedly wound up a final presentation this week to top management of the parent company, General Aniline & Film Corp. A decision is expected early next week. Ozalid Copy Press, another portion of the account, billing $500,000, may be assigned separately.

- **Carl W. Plehaty Jr.** has resigned as an account exec with Fletcher Richards, Calkins & Holden to join Boyle-Midway division of American Home Products as vp and advertising director. He succeeds R. H. Wheeler, who resigned several months ago to join Best Foods division of Corn Products Co.

- **Ray W. Johnston**, advertising sales manager of the *Pasadena Independent* and *Star-News*, has been promoted to advertising director, and Walt Stiles, retail advertising superintendent, has been promoted to retail advertising manager. Stewart L. Hayward, advertising manager of the dailies, has resigned and has not announced his plans.

- **Fairfax M. Cone**, chairman of the executive committee of Foote, Cone & Belding, has been selected by the Chicago Press Club as the "outstanding Chicagoan of the year," for his work as general chairman of the 1960 Crusade of Mercy campaign in Chicago.

- **Westinghouse Broadcasting Co.**, New York, has purchased KLAC, Los Angeles, from Hall Broadcasting Co. for $4,250,000 (AA, Dec. 5). AM Radio Sales, Westinghouse's representative arm, won't be able to handle KLAC at the outset, because it already represents the Autry-Reynolds group, which includes KMPC, Los Angeles. Daren F. McGavren Co. will continue to handle KLAC. Purchase is subject to the usual FCC approval.

- **William L. Morrisette Jr.**, vp-sales of Eastern Air Lines, will assume responsibility for advertising in 1961. Advertising is a function of sales at Eastern. The company has no advertising manager.

- **Lite Diet** bread today was tentatively cleared of Federal Trade Commission false ad charges in connection with weight reducing claims. Hearing Examiner John B. Poindexter accepted Bakers Franchise Corp.'s defense, which admitted that "Lite Diet contains the same number of calories per loaf as other breads, but has 18 calories less per slice because it is sliced thinner." His ruling is subject to review by the commission.

- **MacLaren Advertising Co**. has been appointed to handle advertising for Perco Sales Ltd., Vancouver, producer of Perfex bleaches and other products. The account, formerly at Cockfield, Brown, is estimated to bill about $100,000 a year. The agency also has been named to direct advertising for Alliance Paper Mills and Don Valley Paper Co., Montreal. The accounts, formerly with McKim, are estimated to bill between $10,000 and $20,000 apiece.

- **Ford Motor Co.** reportedly has instructed J. Walter Thompson Co. and Kenyon & Eckhardt to try to get relief on its tv sponsorship contracts for "Hitchcock Presents," "Wagon Train" and Tennessee Ernie Ford. An alternate sponsor is being sought for the Hitchcock dramas (K&E), which Lincoln-Mercury now presents every week. Both NBC and JWT denied that Ford was seeking relief on the "Wagon Train" and the Ernie Ford telecasts.

- **Stanley R. Clague**, secretary of Modern Hospital Publishing Co., will retire Dec. 31 after 39 years with the company. Mr. Clague is a former president of Chicago Business Papers Assn. and former director of Audit Bureau of Circulations.

- **Avery Label Co.**, Monrovia, Cal., and its agency, Martin R. Klitten Co., Los Angeles, will terminate their relationship in February, 1961. Several agencies will be invited to solicit the account, which bills an estimated $100,000.

How and What Ogilvy Sold Shell

(Continued from Page 1)

and penetrating new markets. Stations are being cleaned up; outside display material is being eliminated or improved.

Shell's marketing objectives, briefly stated, are (1) to increase its share of market, (2) to build total sales, (3) to build sales in areas most profitable to the company.

The advertising objectives:

1. "Build greater preference for Shell products by improving the image the public has of these products."

2. "Build greater preference for Shell products by improving the image the public has of the Shell company."

3. "Convert that preference into buying action by whatever means are consistent with the image we are trying to foster."

■ OBM contended that a campaign capable of both building the image and selling the product was possible.

Shell's Past Mistakes, Future Copy

Here's how David Ogilvy outlined the creative approach:

He contended that Shell is one of 30,000 brand names now fighting for consumer recognition, and said that $11 billion in advertising is hitting the consumer a year—including 10,000 tv commercials. Shell advertising represents only "one-tenth of 1% of all advertising. It is only 6% of all gasoline advertising.

"Our job," said Mr. Ogilvy, "is to make the voice of Shell heard above the crowd."

Shell spends $16,000,000 a year on advertising, but "it is now being dispersed into too many different campaigns, appearing in too many media. Dispersion has made the voice of Shell inaudible."

He recalled that in answering the Shell questionnaire the agency had questioned the multiplicity of campaigns, the "dichotomy," and had argued that "the less you splinter your advertising into different campaigns, for different purposes, the stronger it will be."

■ He said a survey had showed Shell's image deteriorating; that while seven years before TCP had given Shell an image of great quality, based on an impression of scientific distinction, that campaign was now forgotten.

The new campaign would both sell products and build prestige, and while "not flippant," it wouldn't be "pompous." It would be "serious, specific, factual" and would not insult consumer intelligence.

It would project the image of an organization which "draws its distinction from its scientists," all the while it "sells hard." It "does not seek to entertain," and it would be unique among oil company campaigns. It would convey an impression of importance.

"It arises out of our observation that no oil company has ever tried to tell the consumer the real truth about gasoline—the whole truth."

OBM and Shell proposed to "preempt the truth." Where other oil companies talked about one ingredient, Shell would tell about all the ingredients in Shell gasoline—"what they are, what function they perform, what benefits they promise." And "we shall never pretend that these ingredients are unique to Shell."

Other oil companies assume the "consumer is a moron—that he wouldn't be interested in the true facts. They prefer silly generalities."

After testing themes, the copy promise necessary becomes clear:

"Super Shell now contains nine ingredients to give your car top performance."

For motor oil, similar research revealed the strength of:

"Prolongs the life of your engine."

■ Mr. Ogilvy, a long-copy man from 'way back, went on to say that it would take long copy to tell the Shell story, and he cited historic examples—the Sherwin Cody ad; John Caples' "They laughed when I sat down"; "Why men crack"; "Within the curve of a woman's arm"; and his own Puerto Rico and Rolls-Royce ads—some 13 in all.

He showed the advertisements projected for the Shell drive, commenting that they are "factual and serious," "look important," sell hard, are unorthodox, are "strong on news," and unify Shell's campaigns into "one deafening barrage."

The campaign, said Mr. Ogilvy, would bring fire-power to bear on the American motorist such as never existed before; would "inspire" employes, salesmen and dealers; would sell products; would rebuild the Shell image; would impress the financial community with the fact that "Shell is HOT," would "make your competitors' advertising look sick"; and would "make the voice of Shell heard above the crowd."

Media Shift into Newspapers

The advertising of Shell's 13 major competitors was analyzed, and found to be quite various: Gulf spent 61% in tv, Sinclair only 5%; Sinclair spent 58% in radio, Gulf only 9%. Concentration in a medium was shown—and OBM thought these companies were on the right

(Continued on next page)

McCabe Baxter Deems

NOTE TRADERS—*Flanking Dr. Frank Baxter, who was the featured luncheon speaker at a magazine creative seminar held Dec. 1 in New York, is Gib McCabe, publisher of Newsweek, and Dick Deems, president of Hearst Magazines. Dr. Baxter is professor of English at the University of Southern California. The seminar was sponsored by the Magazine Advertising Bureau in cooperation with the Assn. of National Advertisers and the American Assn. of Advertising Agencies.*

How and What Ogilvy Sold Shell

track.

Shell's divisions had varied: Detroit had spent 19% in tv vs. 50% for New Orleans, and 17% vs. 2% in radio. The result was "fragmentation."

What was true nationally was true locally. Taking tv as an example, the Texaco Huntley-Brinkley news show, 15 minutes a day, five times a week in prime time was cited. "What does Shell sponsor in New York? Can you name the programs?"

Shell had sponsored a piece of Bob Trout, a 5-minute show on different days in different weeks; a piece of Peter Thomas; some of Gabe Pressman (on Saturdays); Kenneth Banghart (on Sundays); and Leonard Bernstein on four scattered Sundays during the year—and it bought quarter sponsorship of the New York football Giants.

Against this dispersion, it was proposed that three media criteria be set up:

• **1.** Media must reach the prime markets in depth, with ad dollars allocated in relation to sales opportunity and objectives.

• **2.** Media usage must be concentrated, rather than fragmented, on the principle that Shell needs not only to meet its competitors' advertising, but all advertisers.

• **3.** Media must be suited to the creative approach of the selling message. Here it was said that the simple "Cars love Shell" campaign would have been better in outdoor than newspapers.

■ Shell's markets were broken down like this: (1) 50 primary markets, containing 128 key cities, which account for 85% of total standard market gallonage; (2) 80 secondary markets, containing 98 cities, accounting for the remaining 15% of standard market gallonage; (3) 42 tertiary markets—areas in which Shell is sold but which don't qualify as Shell standard markets because of small gallonage and population.

The 1961 budget was based on 1960 advertising dollars plus 3% for increased advertising costs, and the budget was allocated on the basis of 1959 gallonage figures.

■ The agency recommended a newspaper campaign, large-space, with "unprecedented frequency."

In 1960, Shell spent $1,916,000 in newspapers. For 1961, "We recommend an expenditure of $13,100,000—in effect, your entire budget." To make this possible, newspapers would get that $1,916,000, plus the $2,798,000 spent in outdoor in 1960, and radio's $1,374,000. (Shell had scattered 10% of its funds in that medium, and radio doesn't allow the full selling story to be told—a criticism of outdoor as well.)

Then came $881,000 from station "decoration," something the agency thought hadn't enhanced Shell's service station image. Next came the $3,612,000 Shell spent in 1960 in television.

■ At this point, it was qualified—"The policy of concentration dictates giving up many things which are in themselves desirable. It may be that in 1962 we will concentrate on television—and make more telling use of it than Shell has in the past."

Also, Shell would pick up the production money from outdoor, radio and tv—$630,000—and to it would be added the $600,000 from the divisional reserve. Also, the 1960 budget for $530,000 in magazines for oil advertising, which OBM defined as "inadequate for a magazine campaign of any consequence—only four insertions a year in three magazines," would go into newspapers.

Then came the $325,000 for the "Leaders in industry" campaigns in *Time* and *Business Week*. To objections about skipping management, it was said that "only 22% of *Time's* circulation goes to management. We plan to spend this money in the top ten standard markets. The managements of 75 of the 100 largest corporations are located in these top ten markets. We will be hitting management, and we will be hitting them in depth. We plan also to be in the *Wall Street Journal*—the business man's newspaper. We will be one of its heaviest advertisers. It will give us national coverage of management."

■ With the sources of the money covered, the media analysis then noted that of the 75 heaviest advertisers in newspapers, only four petroleum companies appeared—Shell in 29th place, Phillips in 37th, Socony in 46th and Sun in 49th. In Shell's market areas, Shell's brand name would receive more newspaper advertising than any other brand.

Shell would get 78 different full-page advertisements next year—in "every important paper." In New York, the *Times, Herald Tribune, Daily News, Mirror, World-Telegram & Sun, Journal-American*, and *Post*, plus 26 page ads in the *Wall Street Journal*. Plus "full campaigns" in *Long Island Newsday*, the *Long Island Press* and *Star Ledger, Jersey City Journal, Staten Island Advance* and 4 smaller suburban newspapers.

In Los Angeles, 78 pages would go into the *Examiner, Herald-Express, Mirror, Times* and the *Long Beach Independent Press Telegram*. Total circulation for each ad would be 1,725,000. In the suburbs, 39 pages in the *Hollywood Citizen News, San Fernando Valley Times Today*, the *Pasadena Independent Star News*, the *San Gabriel Valley Tribune*, the *Santa Ana Register*, the *Pomona Progress Bulletin*, the *Rodondo Beach Breeze*, the *Santa Monica Outlook*, the *Glendale News Press*, the *Huntington Park Signal*, the *Whittier News*, the *San Pedro News Pilot*, the *Alhambra Post Advocate*, the *Anaheim Bulletin*, the *Fullerton News-Tribune*, and the *Garden Grove News*.

■ In all, the agency figured "32,000 acres of trees would be needed to provide Shell newsprint for 1961."

In this push, the campaign would be divided like this: In Chicago, 273 pages would go into four city newspapers, 228 for gasoline, 15 for oil and 10 for public service subjects, like "How to take care of your car."

The "Leaders in industry" campaign would take care of 10 full pages, plus 11 in the *Wall Street Journal*. Shell Chemical subjects would be used in ten full pages, plus 15 in the *Wall Street Journal*.

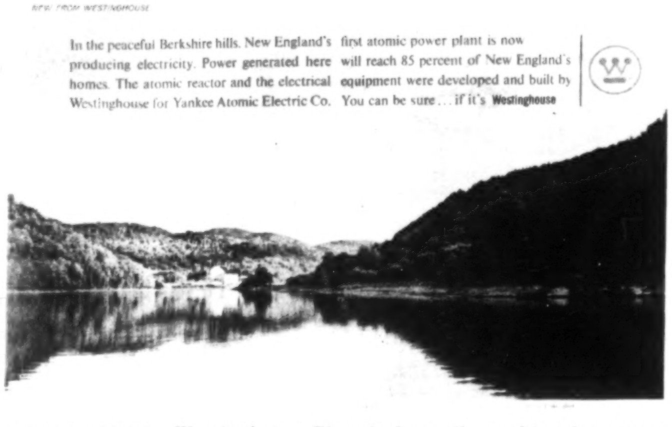
The copy would swing away from seasonal changeover, traditional in selling products. This would now be handled by dealer cooperative advertising, and the station boards and window displays used for changeover messages.

The Franchised Jobber

About 30% of Shell's total gas gallonage goes through jobbers, although in some districts jobber totals hit more than 80%.

Advertising pressure originated in jobber territories has been almost wholly dependent on cooperative arrangements. Spillover from Shell national advertising has been incidental. The advertising pressure in jobber areas was substantially below that of "direct" areas, and seven times as much advertising pressure had been put against direct areas on a gallon-for-gallon basis.

Current figures indicate direct gallons are more profitable to Shell than jobber gallons, but the margin of increased profitability is around 10%-15%.



NEW FROM WESTINGHOUSE

In the peaceful Berkshire hills, New England's first atomic power plant is now producing electricity. Power generated here will reach 85 percent of New England's homes. The atomic reactor and the electrical equipment were developed and built by Westinghouse for Yankee Atomic Electric Co. You can be sure . . . if it's Westinghouse

PEACEFUL SETTING—*Westinghouse Electric Co. will use this color center spread in the Dec. 19 Time to point out its part in building a new atomic power plant in New England. Ketchum, MacLeod & Grove, Pittsburgh, is the agency.*

Jobbers also have dissipated their advertising firepower through fragmentation: Radio, $326,616; outdoor, $196,071; newspaper, $81,425; tv spot, $42,268; production, $223,000—total, $869,380. OBM recommended:

1. Substantial increases of ad support in jobber areas.

2. That traditional cooperative advertising be dropped.

3. That a "joint venture" with jobbers be initiated, with the jobber spending as much in advertising as before, but the advertisements to be devoted entirely to his operation.

4. That the jobbers be encouraged to concentrate in newspapers, along with Shell.

Shell could thus say truthfully to the trade that "Shell will be spending more money in newspapers than all other leading oil companies combined."

Industrial Products

OBM figured that Shell's fragmentation continued in this area. A list of 49 publications which carried industrial lubricant advertising alone was shown, but "in more than half of the publications Shell runs only three advertisements a year. This is silly. It is certainly not the way to give an impression of leadership, to build dominance and impact."

OBM recommended that "you cut your list of publications in half and concentrate in the books that are the most important in their respective fields." Also, that the advertisements take on a family look, which—though they were trade ads—meant they need not look like "poor relations."

Whole Hog Plan

At this point, a supplementary budget was outlined, in which the "basic newspaper campaign" was supplemented by some outdoor in urban areas, by trade advertising and by sales promotion.

The increase over the 1960 budget was accounted for by the 3% compensation for increased advertising costs, and a fund of $500,000 for merchandising and testing purposes. It does not include the jobber's contribution.

"No oil company has ever mounted such an overpowering barrage. You will seem to *own* the newspapers."

And again the promise: It would sell products, rebuild the Shell image, impress the financial community, worry the competition, and make the voice of Shell heard above the crowd.

Merchandising the Operation

Then the agency outlined a preliminary campaign called "Operation Top Performance," which was to be launched by a series of letters from President H.S.M. Burns to everyone in Shell, from employes to stockholders. The letters would outline Shell strength as a business, its research and marketing facilities, and its exploration and development. They would tell about Shell's ability to deliver top performance in the years ahead, and about the dramatic newspaper ad campaign to break Jan. 3. It was originally planned that these letters would be mailed Dec. 1.

The letters would be followed by letters from division managers to franchise jobbers, fuel oil jobbers, distributors, tank truck dealers and all dealers. Meetings of dealers and jobbers would be held from Dec. 3 to Dec. 26. A sound slide film would be a feature of these meetings.

■ Finally, the story of operation top performance would go into January issues of all company publications.

Also, blanket coverage of the trade with four-page b&w ads in all major trade books in January, to be repeated in February.

Sixteen-page sample newspapers would be made up, with a front page composed of editorial material about the program, and the remaining pages containing the first group of ads. These would go to all staff levels at Shell, and to the sales force, to be given to distributors, jobbers and dealers.

The publisher of every newspaper would be asked to write personal letters to the distributors, jobbers and dealers in his area. Representatives of newspapers would be asked to make field calls on all distributors, jobbers and dealers in their areas, with call reports to be returned to New York.

■ Station billboards, window displays and pump toppers would concentrate on the "Top Performance" story for the first two months of 1961.

Every Shell salesman would wear a Shell Top Performance campaign button, and would pin these buttons on station operators and employes.

Every customer entering a Shell station would get a folded reprint of the first ad, with a surprinted headline reading "disclosed for the first time . . ."

Research and Analysis

OBM suggested a six-part program, most of which had been approved before the meeting:

1. Analysis of internal data, seeing what factors contribute to share of market difference in different districts.

2. Brand image study, to serve as a benchmark against which to measure Shell's advertising effectiveness.

3. Study of gasoline buying motivations, probing why motorists pick one gasoline over another, and what "convenience" really means.

4. A dealer survey, to get at the high turnover problem, and to capitalize on Shell's heavy investment in training and establishing dealers.

5. A study of consumer behavior, getting into subjects like whether buying patterns are different on the road than when at home, or will compact owners behave differently from standard car owners, aimed at letting Shell sense shifts in consumer buying patterns.

6. A study aimed at evaluating advertising, pre-testing new ideas, post-testing ads which have run.

Also, the investigation of test marketing was recommended, testing stratagem and marketing technique, and finding out whether it is projectable to a national basis. Tests were suggested for premiums and gimmicks, and such advertising subjects as: Use of different advertising "weights," different media, selective direct mail campaigns, and use of special tire-battery-accessory drives; also, the use of direct mail coupons, concentrated marketing and ad pressure for new station openings; and promotion of credit card facilities.

(These were original recommendations. It may be that some of the media plans are altered; Shell has since emphasized that other media would be used in some situations. It is also evidently true that none of the Top Performance letters are yet in the mail.) #

Laughna, Townsend Named to Top Chrysler Posts

DETROIT, Dec. 7—Robert P. Laughna, Chrysler Corp. vp in charge of market planning, product planning and product programming, also has been named vp in charge of development of corporate marketing policies and current and long-range sales objectives.

Some of these functions have been in the hands of C. E. Quinn, vp of the sales division. Mr. Laughna now will be in charge of all marketing, research and service training functions as well as corporate advertising.

Chrysler also has elected Lynn A. Townsend administrative vp. In his new post, he stands today as the man most likely to become the next president of Chrysler. He now will direct all current administrative affairs of the company, as well as those of group vp of international operations.

Mr. Townsend's new position is next in line to the dual offices now held by L. L. (Tex) Colbert, who has been board chairman and who resumed the duties of president last summer following the forced resignation of William C. Newberg. A conflict of interest in his property holdings caused Mr. Newberg to resign.

Before joining Chrysler in 1957 Mr. Townsend was a partner in Touche, Ross, Railey & Smart, accounting organization. #

Lydon Rejoins Frank as Radio-TV Manager

Helen Lydon has returned to Clinton E. Frank Inc., Chicago, as manager of its radio and television department.

Helen Lydon

Mrs. Lydon, who joined John W. Shaw Advertising, Chicago, last February as director of radio and television, was formerly assistant to Buckingham W. Gunn, director of radio and tv at Frank. She had joined Price, Robinson & Frank, Chicago, forerunner of the present agency, in 1950 and had remained with Frank until leaving to join Shaw earlier this year.

Auto Dealers Feel Car Makers Should Put More Dollars into Local Ads, Study Shows

DETROIT, Dec. 6—Automobile manufacturers here are being presented with findings of a research study on car advertising, based on interviews with new car dealers, believed to be the first of its sort, undertaken by Illinois Daily Newspaper Markets.

Based in Peoria, Ill., the group includes 47 Illinois newspapers, covering virtually the entire state outside of Chicago and Cook County. The survey was made last summer by Prof. James E. Moyer, of the school of journalism of the University of Illinois.

■ A total of 405 new car dealers were questioned by Prof. Moyer, and 61% provided usable returns. The survey showed that only 48.8% of dealers believe manufacturers are adequately concerned with dealer views; they believe that factory support of community advertising has declined since 1957. It indicates 63.6% of dealers favor local advertising, that 97.6% feel stress on dealer names is important.

■ In addition, 66% of dealers believe the factory should spend more for local advertising and less for national, and only 26% believe factory support of local advertising is adequate.

Also, 85% of the dealers rated newspapers most effective, the survey reports.

George H. Williams, general manager of the newspaper group, is making the presentations to automobile executives. The newspapers have a total circulation of 1,032,879—68% coverage of 1,509,700 households in Illinois. #

Permanent Revision of Equal Time Law Urged by Stanton

NEW YORK, Dec. 7—Frank Stanton, a key figure in the legislative maneuvers which made possible the Kennedy-Nixon tv debates, has already started a campaign to bring about the permanent revision of the equal time requirements of Section 315 of the Communications Act.

■ In a speech made when he was named a Sigma Delta Chi fellow here last week, the president of the Columbia Broadcasting System called on print journalists to help electronic journalists keep the issue alive until the law, which gives fringe party candidates the right to demand as much time as Republicans and Democrats, has been modified. He noted that the temporary modification expired Nov. 7.

Because of the public interest contributions served by the precedent-setting Kennedy-Nixon debates in the past campaign, Mr. Stanton said that radio and tv should be freed from the "crippling restrictions" of Section 315 as relates to all elective offices.

■ The broadcast executive said it is vital to keep the question before the public since "not one or two but a dozen political maneuvers are bound to crop up to prevent or to delay the necessary remedial legislation." He added: "It will be very easy for those who oppose this action to do so quietly and out of sight, hoping by delay to lose this potential for the public good." #

Sullivan Adds Account

J. G. Sullivan & Co., South Bend, Ind., has been named agency for the following products of Electro-Voice Inc., Buchanan, Mich.: High fidelity loudspeakers and enclosures, microphones, phono needles and cartridges, public address systems, marine instruments and communications equipment. Jaqua Co., Grand Rapids, previously handled the account.

Craig-Martin to Olian

Comfort Mfg. Co., Chicago, is moving advertising for Craig-Martin toothpaste from Erwin Wasey, Ruthrauff & Ryan to Olian & Bronner, consolidating its entire account at Olian. The change is effective Jan. 1. The company was reportedly spending about $10,000 a year to advertise Craig-Martin, mostly in newspapers and trade journals.

Masla Adds 2 Radio Stations

Jack Masla & Co. has been named national sales representative for KADY, St. Charles, Mo., and its fm twin, KADI, St. Louis. The two radio stations broadcast more than ten hours a week in stereo.

good reproduction + **correct dot structure** = **your money's worth in the magazine**

This is the formula
that keeps Hutchings & Melville engravings
Selling at the Point of Impression

Hutchings & Melville, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13, Illinois EAstgate 7-9220

All color engravings for wet printing are proofed exclusively on 4-color proof presses

when you think of Kansas City remember our **A. P.***

Farm Lots . . . Meetings, Too

Wading through stockyards, feedlots, attending county farm meetings and dealer sales meetings, KCMO Farm Director George Stephens and Farm Reporter Paul Pippert gather the news **where it happens . . . when it happens.**

By objectively analyzing, interpreting and reporting all agricultural events, farmers within our 200-mile-wide area gain greater insight on markets and new farm developments.

That's why farm folk (and thousands of decision-making absentee farm owners living in Metropolitan Kansas City) consider KCMO-Radio and KCMO-TV "musts" for up-to-the-minute farm coverage.

Beaming out at maximum power, KCMO-Radio (50,000 watts, reaching 800,070 homes) and KCMO-TV (100,000 watts, invited into 616,940 homes) give you our entire area potential of 2,320,499 cash customers at **low** cost-per-thousand.

the TALL TOWER at Broadcasting House

GOOD PRACTICES

SEAL OF GOOD PRACTICE

*AREA POTENTIAL

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R.W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

R&R Stock Deals Get Okay from Tax Court

(Continued from Page 1)

with which individual admen had handled their personal affairs. In three instances—involving $95,500 of dividends—the court said the admen handled their finances properly. Eight other instances—involving $47,000—were decided against the admen.

■ Before ruling on the individual tax arrangements, the court considered whether the stock deal was a bona fide transaction.

By late 1943, it found, the Ruthrauff and Ryan families were in a difficult situation. Wilbur D. Ruthrauff, one of the two men who founded the agency as a partnership in 1912, had been dead two and one-half years, and Frederick B. Ryan, his co-founder, was preparing to retire. Ownership of the agency, which employed 650 persons in New York and operated 13 branch offices, was equally divided between the two families.

Wilbur Ruthrauff

F. B. Ryan Sr.

"For some time prior to 1943," the court noted, "key employes had strongly expressed to Ryan their desires to acquire stock, and they had exerted considerable pressure, particularly those in the Chicago office. The corporation's problem was real, and it also was a complicated one."

At the end of 1942, the court recognized, R&R's assets amounted to over $2,000,000, including $1,428,985 of accounts receivable. The book value of the firm was $619,144. Its earnings after taxes had been $240,000 in 1941 and $200,000 in 1942. It had paid dividends to the Ruthrauffs and Ryans of $250,000 in 1940 and 1941, and $150,000 in 1942.

■ The court ruled that the owners' decision to offer stock at $5 per share was reasonable, even though the stock subsequently sold for as much as $50 or $60.

"The original stockholders had decided to gradually transfer responsibilities of management to executive employes," the court pointed out.

In disposing of the government's contention that there was something unusual about the low selling price, the court pointed out that the stock could have been given as a gift, if the purpose was simply to provide hidden compensation for the executives.

Of the 15,000 shares of R&R common stock in the hands of the Ruthrauff and Ryan families when the transfer got under way, 9,400 were sold to 16 selected executives in late 1943; 2,800 were retained by the Ryan family; 400 by F. Bourne Ruthrauff, and the remainder were sold to the R&R corporation for future resale to additional executives.

■ Among the admen who shared in the transfer of power at R&R in late 1943 were some who were to go their own way in any event. Everett J. Grady, C. J. McCarthy and Raymond F. Sullivan, all of R&R's New York office, and Paul E. Watson, R&R executive vp in Chicago, were allowed to buy 1,600 shares each. W. P. Littell, Chicago office manager, was offered 450 shares in 1943, 50 more in 1945 and another 550 in 1946.

Heagan Bayles, Donald Stauffer and Frederick C. Bruns, of New York, were listed for 400 shares each; Ralph Van Buren, of New York, 300 shares. Also: W. J. McGowan, Chicago, 250 shares; Kenneth Stewart and R. W. Metzger, both Chicago, 200 shares each; Donald Willis, Carlyle Emery and Royden Rice, all Chicago, and Oscar Zahner, St. Louis, 100 shares each.

The distribution of stock continued in 1945, 1946 and 1947, with the Ryan family holding onto 2,500 shares of common, and the reservoir of treasury-held stock reduced to 50 shares. In addition to Mr. Littell, 50 additional shares were sold in 1945 to Messrs. Stewart, Metzger, Emery, Willis and Zahner, and Howard B. Ketting, of Chicago, was added to the stockholder list, with 50 shares.

Besides the 550 shares sold to Mr. Littell in 1946, Mr. Stewart boosted his holdings by 500 shares, Mr. Ketting by 350 shares, Messrs. Metzger and Emery by 150 shares each, and Willis and Zahner, 150 shares each. Haakon B. Groseth, Chicago, was added to the list in 1946, with 100 shares, and H. S. Vanderbie in 1947 with 150 shares.

■ As related in the decision, the events leading to the transfer of power at R&R got under way at a special directors meeting in New York Oct. 25, 1943. A new class of 15,000 shares of 7% no par value common stock was created, with one share given as a gift to the Ruthrauff and Ryan families for each share of common stock. An employe profit sharing plan was also authorized. At the meeting were Frederick B. Ryan, president of R&R; C. J. McCarthy Sr., Frederick C. Bruns, Everett J. Grady, Ralph Van Buren and Raymond F. Sullivan. Only Mr. Ryan was a stockholder at that time.

H. B. Groseth

R. W. Metzger

On or about Nov. 22, 1943, the court reported, a policy was adopted by R&R and its stockholders (the Ruthrauff and Ryan families) "which purportedly would permit selected employes to acquire common stock of R&R." All the 15,000 shares of common were then owned by the Ruthrauff and Ryan families.

"A committee had been formed to make recommendations as to which employes should be allowed to acquire common stock and the number of shares which each one of such selected employes could acquire," the court said. The allotment of stock, the court said, was to be handled by a committee including Frederick B. Ryan, president, director and stockholder; Frederick B. Ryan Jr., stockholder; F. Bourne Ruthrauff, stockholder; and four non-stockholder employes: C. J. McCarthy and Everett J. Grady, from New York, and Paul E. Watson and Kenneth D. Stewart, from Chicago. Sales would be direct from members of the Ruthrauff and Ryan families to the executives who were authorized to buy.

F. B. Ryan Jr.

F. Bourne Ruthrauff

■ Also on Nov. 22, the court noted, a repurchase agreement was worked out. Stock must be resold to R&R at $5 (later changed to book value) if the executive died, retired or left. The repurchase agreement was a condition of the stock, and was to apply to anyone who might obtain the stock from the R&R employe who originally purchased it.

In addition, a voting trust was arranged. Stockholders were to turn their stock over to the voting trust in return for voting trust certificates paying the same dividend that R&R paid on the stock. Under the voting trust arrangement, the power to vote the R&R common was lodged in the hands of three trustees—Frederick B. Ryan, Everett J. Grady and F. Bourne Ruthrauff.

"After the execution of the repurchase and voting trust agreement on Nov. 22, 1943," the court wrote, "the then holders of 15,000 shares of common stock of R&R—the Ruthrauff estate and the members of the Ruthrauff and Ryan families—transferred 9,400 shares to the selected employes and 2,400 shares to the R&R corporation."

■ Before the transfers the 7,500 Ruthrauff family shares had been recorded as follows: Estate of W. B. Ruthrauff, 3,198 shares; Abbie H. B. Ruthrauff, 2,952 shares; Florence Ruthrauff, 675 shares; and F. Bourne Ruthrauff, 675 shares. After the transfer only F. Bourne Ruthrauff remained as a holder of common stock, with 400 shares.

The 7,500 shares of common stock held by the Ryan family were owned as follows: Frederick B. Ryan, 3,198; Elizabeth C. Ryan, 2,952; Frederick B. Ryan Jr., 450; Quincy G. Ryan, 450; and Bruce E. Ryan, 450 shares. After the transfer, Elizabeth C. Ryan retained 1,700 shares of common; Frederick B. Ryan Jr., 400 shares; Quincy G. Ryan, 400; and Bruce E. Ryan, 300. (Bruce E. Ryan subsequently sold his 300 shares to the corporation on Feb. 10, 1944.)

While the individual executives of the agency purchased their stock from members of the Ruthrauff and Ryan families in late 1943, R&R records showed in January, 1944, that most stock had already been transferred to wives or other relatives.

■ Mary C. Grady, Marion Sullivan and Agnes McCarthy were recorded as owners of 1,600 shares each. Nellie G. Watson was recorded for 1,000 shares. Sarah E. Littell was on the books for 450 shares; Gladys Bayles, Cynthis Stauffer and Viola Bruns, 400 shares each; Louise P. Saunders, 250 shares originally issued to M. J. McGowan; Grace G. Stewart and Adrienne G. Metzger, 200 shares each; and Elna C. Willis, Eve G. Emery, Elsie K. Rice and Dorothy C. Zahner, 100 shares each. Ralph Van Buren and Paul Watson were the only males—other than the Ruthrauffs and Ryans on the books—with 300 shares each. All the stock had been deposited in the voting trust in exchange for voting trust certificates.

After the common stock was in the hands of the voting trustees, the trustees expanded the R&R board. Immediately prior to the stock purchase arrangement, the board had consisted of Frederick B. Ryan, Frederick B. Ryan Jr., F. Bourne Ruthrauff, all stockholders, and Messrs. Sullivan, Van Buren, Grady, McCarthy, Bruns, Watson and Littell. In 1944-'45, Messrs. Bayles and Stauffer were added. In 1946 Mr. Stewart was elevated to the board. But by 1947, Messrs. Sullivan, Bayles and Stauffer were gone.

■ In appraising the voting trust agreement, the court said this was an essential step in the transition of R&R from a family held firm to one controlled by the employes.

"The purpose of the voting trust," the court said, "was to maintain continuity of management during a period at the end of which control would pass to the holders of the common stock.

"The plan to issue common stock to the employes included the objective of keeping the common stock in the hands of active employes, which was the purpose of the repurchase agreement, a widely used arrangement where the success of a business depends upon the abilities and skills of the employes, and the corporation is closely held," the court said.

During the transition period, Frederick B. Ryan gradually reduced his participation and eventually retired. His salary was reduced from $100,000, which he received in 1943, to $27,500 in 1948. With his death in 1948, the court reported that the trustees decided that the 10-year transition period contemplated when the trust was created was no longer necessary. On March 30, 1949, the voting trust was terminated, and the common stock was released from the trust.

■ To rebut the Internal Revenue Service contention that the stock sales might represent a device for increasing salaries of executives, the court looked at salary scales at R&R. Using comparative operating data supplied by the American Assn. of Advertising Agencies, the court said salaries were comparable to, and in some instances better than, the amounts paid for the same or similar services by other advertising agencies doing a similar business.

Citing examples of what happened to stockholders in the transition period, the court noted that Mr. Watson, who was in charge of R&R's entire western division, had been increased from $51,221 in 1944 to $54,300 in 1947; Mr. Littell, the manager of R&R's Chicago office, from $28,309 to $37,074; and Mr. Emery, a veteran account executive and salesman, from $17,513 to $25,738.

Paul Watson

Donald Stauffer

"Evidence about salaries paid to other executive employes who did not purchase stock shows the salary pattern for the taxable years was not related to stock ownership, and there was no correlation between salaries paid and the dividend," the court said.

■ Meanwhile, it noted, the stockholders and non-stockholders alike shared in the profit-sharing plan set up by R&R at the same time the

(Continued on Page 102)

Will it storm

on your mother-in-law's birthday?

(IF IT IS DECEMBER 2ND AND SHE LIVES IN THE OHIO VALLEY, YES.)

SHOULD YOU GO FISHING

AT NIGHT NEXT JANUARY 3RD?

(NO!!!)

DO YOUR KIDS GIVE YOU DOMATOPHOBIA????

(DEPENDS ON YOUR KIDS!)

DO YOU KNOW

HOW TO KEEP PEANUT BUTTER ON BREAD FROM

STICKING TO YOUR MOUTHTOP?

(turn the bread upside-down)

GET MORE WIT! MORE WISDOM! MORE FUN AND FACTS! MORE HONEST, HELPFUL HOUSEHOLD HINTS!

let EverSweet send you

THE 1961 FARMERS' ALMANAC

SEND JUST 25¢ (ONE MEASLY QUARTER) AND THE SPECIAL CIRCLE FROM A QUART CARTON OF

EVERSWEET® PURE ORANGE JUICE

plus your name and address, to "Almanac," Box 7137, Chicago 80, Illinois. (If you drink EverSweet by the bottle, send the cap instead of the cut-out, but don't forget the money.)

©1960 EVERSWEET CORP., LYONS, ILL.

QUESTIONS—*Ever-Sweet Corp., Lyons, Ill., ran this 300-line ad twice in the Chicago Tribune, Sun-Times and Daily News, offering copies of the "Farmers' Almanac" for 25¢ and proof of purchase from an Ever-Sweet orange juice carton or bottle. The particular edition of the Almanac normally sells for 35¢, but is distributed primarily via similar promotions. Doyle Dane Bernbach, Chicago, is the agency.*

O Tempora! Of 11 R&R Execs in Tax Case Only Three Are Still Active with Agency

CHICAGO, Dec. 8—Only three of the advertising executives referred to in the Internal Revenue Service's tax suit against Ruthrauff & Ryan are still active with R&R's successor, Erwin Wasey, Ruthrauff & Ryan. Most of the others have retired, some are dead and several work for other agencies.

Still active with EWRR are R. W. Metzger, general manager of the central division and chairman of the executive committee; Haakon B. Groseth, exec vp; and Paul E. Watson, who now is primarily a consultant. All work out of the Chicago office.

Deceased are Everett J. Grady, C. J. McCarthy and W. J. McGowan. Raymond F. Sullivan, Donald Stauffer and Heagan Bayles resigned from R&R in 1946 to form their own agency, Sullivan, Stauffer, Colwell & Bayles, and all are still principals in that agency.

■ Frederick C. Bruns is an account executive of Bermingham, Castleman & Pierce, New York. Oscar Zahner heads his own advertising consulting company in St. Louis. Howard Ketting recently resigned as an account executive of Christiansen Advertising, Chicago. F. Bourne Ruthrauff is exec vp and general manager of Million Market Newspapers.

Believed to have retired from the ad field are W. P. Littell, Ralph Van Buren, Kenneth Stewart, Donald Willis, Carlyle Emery, Royden Rice and H. S. Vanderbie. #

Knox Reeves Urges Media Reps to Be More Creative

MINNEAPOLIS, Dec. 7—Media representatives invited to two get-acquainted meetings last week were challenged to come up with more new ideas for carrying advertising messages.

Hosts at the meetings were personnel of Knox Reeves Advertising, the agency which developed the first detachable booklet for magazines (the General Mills Bisquick booklet in the January, 1957, issue of *Coronet*).

"For some reason we have all come to think of creativity as belonging only to copy and art—as some sort of luxuriant and exotic plant that takes root on a typewriter or drawing board and that won't grow anywhere else," Ralph W. Klapperich, vp and media director of Knox Reeves, told the reps.

But creativity is not limited to words and pictures, Mr. Klapperich added. These are merely tools by which creativity can be expressed.

■ "The essence of creativity is ideas," he said. "Production people can have ideas. Research people can have ideas. Account men can have ideas. Even media people can have ideas. So it must follow that these people can be and should be creative."

Knox Reeves, Mr. Klapperich emphasized, has believed this for a long time.

"We in the media department have been encouraged by our management to be creative," he continued. "We don't always succeed in our attempts, but we try. When we hire people we consider their creative ability just as much as their knowledge of media facts and figures."

Preparing for this week's meetings, Knox Reeves wrote to many representatives of many media, asking for examples of creative problem solving by media, Mr. Klapperich said. The gross response, he said, was impressive, but the net was disappointing.

"When we had sorted out the old examples, the weak examples and the fair-to-middlin' examples we didn't have as much left as we had hoped."

■ Some of the better examples: The Bisquick booklet, the Remington shaver phonograph record in *Look*, newspaper ads printed on aluminum, outdoor advertising's 3-D cut-out bulletins and the new General Mills 5-minute daytime tv news program.

Howard Jones, vp of the agency, reviewing personnel, performance of clients and philosophy, said Knox Reeves does not favor "togetherness" in advertising.

"Too many products look like peas in a pod," he said. "Too many commercials sound the same. Too many agency products look like the agency instead of helping to build the distinctive image of the product. So we prefer to work for something else—call it apartness."

Bob Stafford, who moved up to president of the agency following retirement of Ed Sylvestre and Wayne Hunt early this year, disclosed plans to send a questionnaire to the 250 or so reps who attended the two meetings. It will seek reactions to Knox Reeves' practices in dealing with media and solicit ideas on how they may be improved. #

Creative Displays Expands

Sy E. Einhorn, formerly sales manager of Gibraltar Corrugated Paper Co., Gardner, Mass., has been named eastern divisional sales manager of Creative Displays, which will open a new office at 550 Fifth Ave., New York. The company has headquarters in Chicago.

Upholds Revised Fair Trade

The supreme court of Virginia has upheld the validity of the state's new fair trade act. In so doing, according to the Bureau of Education on Fair Trade, it becomes the first top state court to uphold a revised law enacted after declaring the original state law invalid.

Prevents Sunburned Bottles

B. T. Babbitt Inc., New York, reports it has perfected a method to prevent plastic bottles from collapsing on shelves as a result of over exposure to direct sunlight. The new system, developed with the help of plastic bottle manufacturers, has been made available to the industry as a public service.

Grubb Opens New Office

Grubb Advertising, Champaign, Ill., has opened an office in Indianapolis, with quarters in the Merchants National Bank Bldg. James C. Crosbie will head the new office.

. . . of ALL Aerospace monthly and weekly audited publications, these lead the field in advertising gains for 1960

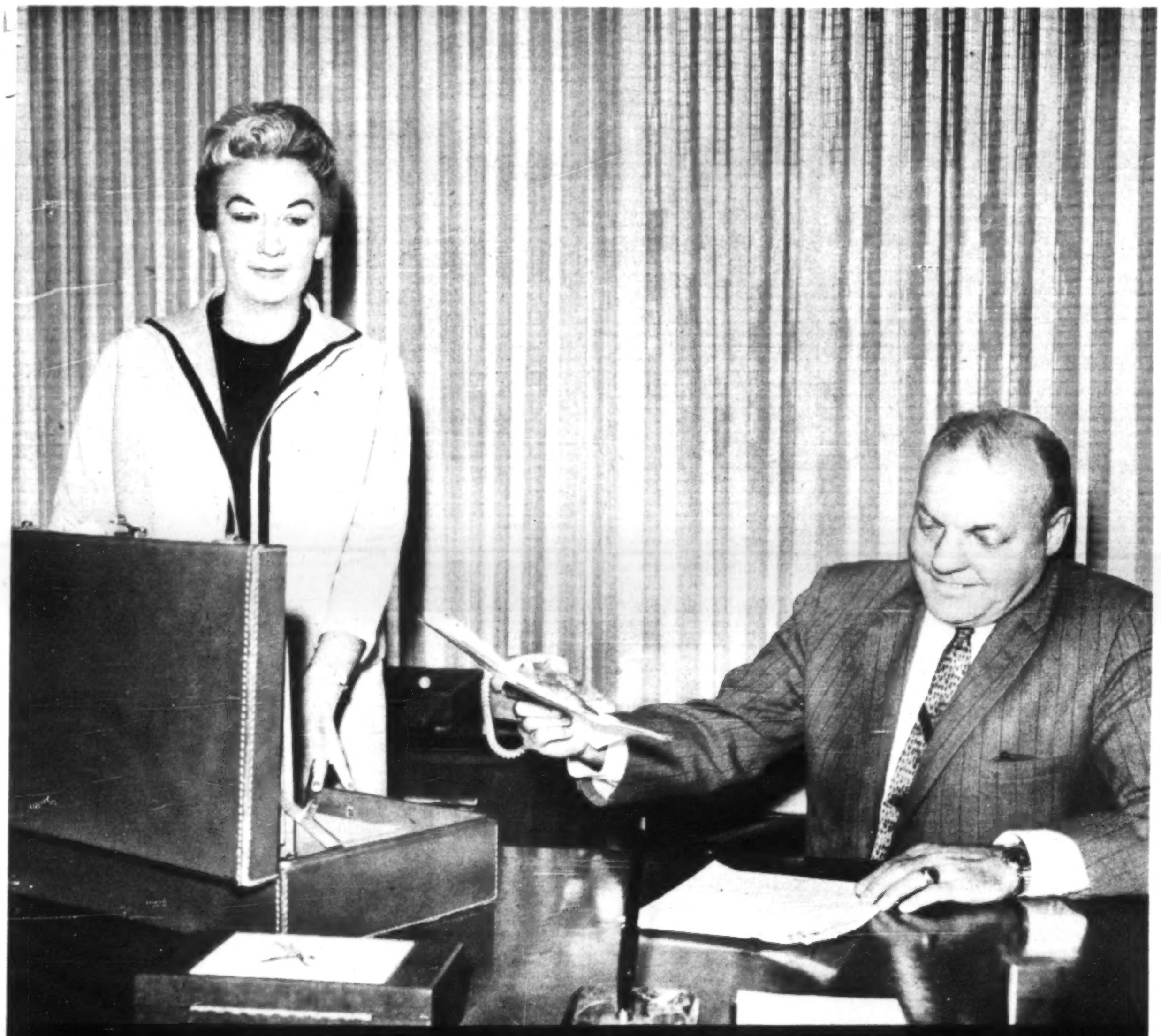
AIRCRAFT & MISSILES **UP 8 pages**

SPACE / AERONAUTICS **UP 31 pages**

WESTERN AVIATION, MISSILE and SPACE INDUSTRIES **UP 62 pages**

All these publications sell the total concept of aircraft, missile and space coverage—your best buy!

(The above is a paid promotional announcement paid completely by Western Aviation, Missile and Space Industries, Los Angeles 57, California)


MEET THE WOMAN IN THE TEAM AT THE TOP!

❝My secretary, Mrs. Nancy Larmoth, performs so many office duties in such a superior fashion that she's earned a position on our management team," says Clark Root, President of Graver Tank and Mfg. Co., East Chicago, Ind. "Nancy shows that being a good executive secretary is more than a skill – it's a profession!❞ As an important member of management's team, the modern secretary usually makes the first choice – and has the last word – when it comes to selecting office supplies and equipment. To reach the influential secretarial market, more and more advertisers of office products are choosing TODAY'S SECRETARY, the only magazine with a concentrated, nation-wide ABC-paid circulation of secretaries in business and training. Your selling message is seen by 151,000 subscribers (ABC-audited), plus 345,000 additional pass-along readers monthly. For information about this key medium, phone or write for Fact File on TODAY'S SECRETARY and the secretarial market.

TODAY'S SECRETARY

...the magazine that sells the secretary – sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

TODAY'S SECRETARY

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

Working Editor

To assist managing editor of outstanding business publication. N.Y.C. Must have at least 5 yrs. experience on business magazines, know editorial production and layout thoroughly, accurate proofreading and how to communicate with printer. Complete responsibility for certain sections. Once ability demonstrated, increased earnings and responibility follow. Exceptional opportunity for real worker. We work harder and are paid better. Expected to stay after 5 voluntarily when necessary to meet schedule. Don't apply otherwise. Send experience and salary expected. Replies held in confidence.

Box 4343, ADVERTISING AGE
630 Third Ave., New York 17, New York

P-O-P DISPLAYS

Established, diversified firm seeks experienced creative salesman or broker with live accounts and contacts to join forces and share interest.

Box 4359, ADVERTISING AGE
630 Third Ave., New York 17, New York

Over 20,000 circulation trade magazine is seeking national advertising sales manager. Sell yourself to us; including monetary arrangements.

Box 4360, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BETH TURNBULL NEEDS:

1. Art Directors—Industrial and Pharmaceutical accounts—in and out of town.
2. Men and Women for Production Art.
3. Creative Layout artists with retail agency and studio experience.
4. Experienced retouchers-B&W and Color.
5. Many apprentices

BARNARD PERSONNEL
220 South State St., WA 2-2306

ADVERTISING SALESMAN

New England—New York area. Prefer man with some experience in advertising space sales and knowledge of industry. Please send resume to **Richard H. Putman, Putman Publishing Co., 111 E. Delaware Pl., Chicago 11, Ill.**

SWITCHBOARD—TYPIST

EXPERIENCE IN GRAPHIC ARTS OR DIRECT MAIL INDUSTRY HELPFUL. GOOD SALARY. For position opening after January 1, 1961

Box 4361, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

Immediate opening for an aggressive advertising salesman in our Chicago office. We want a young man (in his thirties or less) who has had at least 2 years publication space selling experience and is looking for a position with a real future and a chance to make good money while getting there. Normal Midwest travel is involved plus Chicago accounts. Salary is open during training period. When qualified; drawing account against commissions will be paid. Please phone or write for appointment for interview.

MANAGEMENT MAGAZINES, INC.
612 N. Michigan Ave. — DE. 7-0112

HELP WANTED

ADVERTISING INDUSTRIAL COPYWRITER

Staff writing position presently available with a 14-man Loop advertising agency. Excellent writing ability and experience required. Training or aptitude in general sciences highly desirable. Send resume and salary requirement.

Box 4363, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING PUBLIC RELATIONS & PUBLISHING JOBS AVAILABLE

Mr. Love
f. w. BARNHOLDT & Associates
185 N. Wabash Chicago 1 FR 2-0115

INDUSTRIAL COPYWRITER

Are you under 35? Do you write well about electrical and other technical products? Do you think that industrial sales communication can be exciting and rewarding? Did you enjoy college physics? Do you feel that your security lies within your own ability to make yourself increasingly valuable? We have an opportunity for you if you write clearly, operate well under pressure, take direction gracefully and welcome a challenge. It's not an easy job. Our standards for quality and performance are high.

We are a 15-man industrial advertising agency located in downtown Chicago. Write to us about your qualifications, state your salary requirements.

Box 4364, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITERS

The fact that you're reading this ad indicates you are either "seriously looking" or are somewhat dissatisfied with your present position. We're looking too . . . for additional copywriters. You understand what it means to have great freedom in creating complete national campaigns. What it means to get full recognition in every way for your work. You've got 'em both with us. We're one of the largest ad agencies in Indiana, centrally located. Fastest growing by far. Completely staffed in all departments with two new openings in copy. Sure it means relocating but if you've sufficient experience in writing for consumer and/or industrial accounts, (including automotive) there's a fine future here for you with a top creative team working for an impressive list of clients . . . you'll still be close to Chicago but away from the job pressure and commuting problems. We pay well, very commensurate with ability. Best of all, if you're interested, you can talk with us, at your convenience, next weekend. Write immediately to be included in our appointment schedule. Our representative will be interviewing on Sunday, December 18. Be sure to have your resume and samples handy. We're easy to work with, and the right man can't help but share in our growth.

Box 4378, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

FIRST ASSISTANT

to our marketing executive. This is a fine paying position and unlimited opportunity. We make all kinds of dog food—canned, frozen and dry—and our sales and plants are national in scope and growing fast. Answers confidential, care of

Box 4362, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

SALES PROMOTION MANAGER

Established, fast growing consumer product line of large industrial manufacturer needs aggressive and imaginative promotion manager. Product is sold through distributor, dealer and chains in the hardware, drug, automotive supply, radio-TV, electrical appliance and variety fields. Successful applicant will have a flair for planning, producing and using broadsides, stuffers, catalog sheets, dealer presentations and the whole gamut of point of purchase materials. Must be able to write snappy copy and make good rough layouts. Age 28-40. Applicants reply to: **Advertising Manager, P. R. Mallory & Co., Inc., 3029 East Washington Street, Indianapolis 6, Indiana**

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

POSITIONS WANTED

BLOODTHIRSTY?

New blood for your agency: creative duo, husband-wife, write & produce radio-TV packages, jingles, spots, industrial shows. Originate campaigns, English or espanol. Unusual background combining sales, sales promotion, show biz, advertising. Excellent references, write them ourselves. They love us in Puerto Rico but we miss the rat race. Write

RATS—Apt. 2A
1351 Ashford Avenue, San Juan, P. R.

EXPERIENCED HARD WORKER KNOWS HOW TO GET THE JOB DONE

6 yrs. N.Y. Agency as A.E. 10 yrs. as Adv. and Sales Prom. Mgr. Strong in Ind., Chem., Ag., Small Pkg., and Food Products. Solid Marketing and P.R. background—College and Happily married. Final move. Opportunity important. Salary based on worth.

Box 4367, ADVERTISING AGE
630 Third Ave., New York 17, New York

WRITER, Age 31, single, 6 yr. exp. in prom. and tech. writing; electro-mech. and hvy. equip. Grad. M.E. Wants promotional copywriting position in New England, San Francisco, or Northwest.

Steven D. Smith, 1863 Forest Road
Schenectady 3, New York

FARM MARKETER

Agency-company bkgrd. Acct. Exec., copy, Mktg. Mgr., Chem; Feed; Vet Supplies, Equipment. Degree.

Box 4369, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV. MGR. ASS'T. OR A.E.

Man, 31, family, marketing major, 8 yrs. experience in all phases of advertising, promotion, merchandising & graphic arts desires position with company or agency. Available Now!

Box 4370, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.
PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P. O. Box 1359, Chicago 90.

WRITER seeks career position in industrial publicity, adv. or sls prom. Commuting distance of NYC ONLY. Agency and comp. exp.

Box 4329, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SPACE SALESMAN seeks opportunity to become a legend in his time. Seasoned, resourceful, profitable.

Box 4365, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT/EXEC SPACE SALES

15 yrs. depth exp. Lots of sales savvy, personality, creativity. Strong expediter.

Box 4366, ADVERTISING AGE
630 Third Ave., New York 17, New York

WORK WANTED: To replace present job that requires none. 5 yrs agency. Traffic Prod Copy PR. Salary secondary to opportunity

Box 4368, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Chicago Agency Man

Desire opportunity with medium or small agency. Handle dual job: marketing, pr, writing, contact, research, media, production. 11 yrs. exper: AE, AM, SPM, copywriter. Age 34, reasonable salary.

Box 4371, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUNG CREATIVE ADMAN AVAILABLE

Currently ad mgr. of leading food chain. Experience in merchandising-adv-promotion. Heavy art background. Good administrator. Age 28—4 yrs present co. Will relocate. Prefer agency or food mfgr. 9M-11M.

Box 4372, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TV PRODUCER, heavy experience, most recently pgm. executive with leading N.Y. TV station, desires free lance assignments on commercials. Also, will undertake PR placement campaign on net and local programs.

Box 4373, ADVERTISING AGE
630 Third Ave., New York 17, New York

ASSIST. ADV. MGR. OR ART DIR. FOR MANUFACTURER OR AGENCY

Creative layout man exp. in consumer & indust. ads & collateral materials. Visual & comps, typography, prod. planning, client-agency contact & knows print. Age 32, family, now employed. Resume.

Box 4380, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SLSMN—EXP. Consumer-Trade papers. Natl-regnl accts. Chgo area.

Box 4381, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALESMAN Radio or outdoor. Natl-regnl-local experience, Chgo area.

Box 4382, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HAPPY BOSS WANTS TO SHARE . . . To comfortably employed geniuses with [illegible] "itch" to freelance! Twelve years writing experience in adv-sls promotion. Will write releases, trade ads, merchandising letters, direct mail pieces or entire campaigns. Background in food, liquor, home furnishings, building markets, etal. Fees won't scare you!

Box 4384, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

PUBLISHERS REPRESENTATIVE

need representative for two magazines and two directories. New England states. Straight commission. Send resume to

Box 4383, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN OR SALES REPRESENTATIVE

Master chefs and restaurateurs magazine seeks Midwest representative with experience in institutional food and equipment accounts. Leads and direct mail by publisher. Audited circulation. National coverage of the chefs audience. Commission. Write . . .

Box 4374, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

PUBLISHERS REPRESENTATIVE FIRM COVERING 15 SOUTHERN STATES

Reputable organization with headquarters in Atlanta, Georgia, experienced in business publications, desires to add additional non-competitive publications. Let us assist you in developing your Southern territory.

Box 4337, ADVERTISING AGE
630 Third Ave., New York 17, New York

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4311, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHERS REPRESENTATIVE EXPERIENCED Successful

Can handle an additional Business Publication and give ample, efficient service and representation over Chicago and contiguous area

Box 4375, ADVERTISING AGE
200 Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

PUBLICATIONS FOR SALE

To the experienced ad man who wants to run his own business, perhaps from home: Buy a well established newsletter. Publisher has two for sale. Both have distinguished subscribers, render essential service. Can be bought on terms.

Box 4376, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

MOVING TO CHICAGO?

House in executive area n.w. suburb available immediately. 4 bedrooms, 2½ baths, 3,500 sq. ft. luxury living in New England of Chicago. Write for descriptive folder.

Box 4379, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ATTENTION ALL WRITERS! Authorship means prestige! Your short stories, articles, books, plays, will receive our prompt sales handling! Write immediately for free literature! **Literary Agent Mead, 915 Broadway, N. Y. C. 10.**

ENGINEERS AT THEIR HOME ADDRESS. Over 125,000 Select by types. On Speedaumat Plates. Lowest rates. **DECISION, INC 4617 Red Bank Rd., Cincinnati 27, O. BR 1-3200**

SPACE SALESMAN

Trade publication in the food field seeks space salesman with proven ability, New York location. Exceptional opportunity with long-established company, extraordinary fringe benefits, and salary commensurate to experience. Our staff knows of this ad. Send full resume to:

Box 503, Advertising Age
630 Third Avenue, New York 16, N.Y.

SENIOR EDITOR

CONSULTING ENGINEER magazine is circulated among engineers in private practice in the United States, Canada, and Europe. Editorial content deals with professional and business matters of interest to the consultant as a businessman, and other matters useful to him as an engineer. The magazine is 8 years old, carries nearly 2,000 pages of advertising annually, and has a substantial growth potential.

To help maintain our high quality and unmatched reader interest, we need another editor with these basic qualifications:

Editorial experience — preferably with an engineering, construction or architectural magazine. Ability to write interestingly and accurately. Since applicant will be dealing with history, current events, foreign affairs, and business practices, as well as engineering subjects, he must have a wide range of interests and a good literary background. He must, within a reasonable time, be capable of handling anything now done by the editor or the managing editor. Considerable travel is required to call on readers, attend professional meetings, etcetera.

Salary is entirely open, and will depend on the applicant's current earnings as well as his education, experience, and other qualifications.

St. Joseph is the resort area of Michigan. Living conditions are ideal, with the very best of schools, hospitals, and all other facilities. We will pay relocation expenses.

Replies will be treated in confidence and should be sent to personal attention of

R. W. Roe, Managing Director
St. Joseph, Michigan
Phone: YUkon 3-2506
GArden 9-3900 (evenings)

CREATIVE ACCOUNT EXECUTIVE

Top midwest agency seeks pro (age 33 to 40) with *minimum* of 5 years' agency experience in advertising, marketing, and merchandising of *consumer* products. Will work with top executives on major national accounts. Will plan, *create*, present and administer complete, integrated marketing programs including print, broadcast, *creative* merchandising, sales promotion, sales incentives, etc.

Please do not apply . . .

. . . if you are not *basically* creative. (You will *execute* programs personally with limited guidance. *You must be an idea man!* You must have exceptional writing and graphics ability.)

. . . if you are a "talker" or a "leaner." (We are all *doers*. We don't have time for hand-holding. You will be offered as much responsibility and independence as you can handle.)

The right man has an unlimited future here. This is a profitable agency and you will be paid what you are worth. In addition to your base salary, you will get a bonus, profit sharing, and fringe benefits unsurpassed elsewhere. *You can't "get lost" here, and there are no politicians on the payroll.* Your work will gain the recognition and rewards it deserves.

Send complete resume and photo to:

Box 511, Advertising Age
200 East Illinois Street, Chicago 11, Illinois

ADVERTISING

POSITIONS AVAILABLE

- **COPY CONTACT, IND'L—to $12,000**
- **JR. A. E. INDUSTRIAL—to $9,500**
- **PROD. MAN, RAD-TV COMM'LS—Open**

For male advertising positions, both agency and corporate, in the Mid-Atlantic states. Send your confidential resume in duplicate to:

Advertising Division
STURM-BURROWS & CO.
Executive Search and
Personnel Placement Specialists
1420 Walnut St. Phila. 2, Pa.

ACCOUNT EXECUTIVE

Are you stymied in your present job? Here's an excellent opportunity for the right man. He could be a junior A/E or the number two man in an advertising department at present. The big thing is getting along well with people, knowing how to get things done. Building material experience helpful, plus familiarity with distribution, sales promotion, and merchandising. Desired age 27-35. Salary open, depending on age and stage. Reply in confidence to **VP—Erwin Wasey, Ruthrauff & Ryan, Inc., Philadelphia 2, Pa.**

WANTED: LAYOUT/TYPOGRAPHY/ART DIRECTOR FOR BUSINESS PAPERS

I have two business papers in the Chicago area which are well established, well known and excellently edited, but they are weak on layout, visualization and graphic presentation. I want a man who knows editorial layout and who has a working knowledge of typography and graphic presentation. He'll be a member of the editorial staff, with no involvement in the crass commercialism of either advertising or circulation departments.

If you're interested, give your experience, background and a general idea of your salary requirements in absolute confidence to Box 497, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

CHICAGO AGENCY WANTED

Multiple office, 4A firm, wants to increase the size of its Chicago office as soon as possible. Agency acquisition possibilities will be acted on promptly. May consider merger with good sized Chicago Agency. All replies handled in confidence. Write Box 512, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

DON HARRIS NEEDS:

. . . this week only these 2 far-aparts not in his files.

MARKETING RESEARCH SUPERVISOR, top-layer agency with accounts too big for any but the best and most up-to-the-minute to work with. Strong psychological, statistical backgrounds, but no cloistered academic. Probably, but not necessarily, now with agency. 30, just conceivably, probably not over 40 .... to $22,000

TV-RADIO DEGREE-HOLDER. Too-busy agency TV-radio director, Southwest, needs high-potential young man (might be woman) who thinks, writes, visually to get to be his right hand. A lot of otherwise hard-to-get-quickly experience plus $6,000

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

NEW . . .
BUSINESS PAPER REPRESENTATIVE

After nine years varied business paper experience, now establishing a sales agency to specialize in trade paper representation. Will cover Midwest area from Chicago on an intensive personal and promotion basis. Will give outstanding sales representation based on real media and market values. Want to hear from publishers of either established or new books that need solid, energetic, conscientious salesmanship in this territory. Resume and prospectus on request.

BILL MacLEOD
2706 E. 77th Street SAginaw 1-0130
Chicago 49, Illinois

PUBLICITY PUBLIC RELATIONS WRITER

National trade association, Chicago, looking for woman writer specializing in women's interest. Minumum 2 years daily newspaper experience as general reporter or in women's department. Variety of assignments; be able to dig out facts; write fast and well; some contact with editors and members. Must be personable, punctual, "creative." Outstanding employee benefits; attractive office. Age to 35. Send complete resume, photo and writing samples to Box 509, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois. Samples will be returned.

WOMAN COPYWRITER

Advertising Department of large manufacturer is seeking woman with strong creative writing background in sales promotion or retailing.

We offer an excellent starting salary, a very attractive fringe benefit program and growth opportunity.

Send detailed resume in complete confidence including present salary.

Gloria Coughlin
Helene Curtis Industries, Inc.
4401 W. North Ave.
Chicago 39, Ill.

Loewy, Stempel Adds 3

Loewy Stempel Zabin Inc., New York, has been named to handle advertising for the Speak-Up and Memo-Park divisions of Organ Corp. of America, West Hempstead, N. Y.; National Spinning Co., New York; and Penn Products Co., Elizabeth, N. J. The agency also handles advertising for the Orcoa Console and Portable Organ divisions of Organ Corp.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

LAYOUT AND PRODUCTION MAN

Opportunity awaits experienced layout and production man on staff of current events periodical for parochial grade schools. Write and tell us of your experience and background. You may be the energetic and ambitious idea man that we want.

Editor
YOUNG CATHOLIC MESSENGER
38 West Fifth Street, Dayton 2, Ohio

New "GOLDEN AGE"
Senior Citizens Mailing List
150,000 Retired Business & Professional Gentlemen—Well-to-do Circumstances—at Residences. (Commissionable)—Contact:
HERBERT DUNHILL & ASSOCIATES
55 E. Washington, Chicago 2, Ill., DE 2-0580

Our 49th Year

COPY/CONTACT—excel. oppty 4A—midwest agcy.	to $15,000
INDUSTRIAL COPYWRITERS (2) one Chicago—one Ohio	9-10,000
ASST. ADV. MGR.—food bkgrnd good potential, Chicago mfr.	8.500
SPACE SALESMAN—consumer pub. Chi. & midwest territory	8,500

MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

KANSAS CITY BRANCH OFFICE

St. Louis agency is interested in opening branch office in Kansas City. Will consider purchase of/or merger with established agency or employing experienced professionals to head operation.

Write Box 510, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

The Promotion Department of PLAYBOY MAGAZINE is looking for a young, talented, lively

COPYWRITER

who also excels in the area of imaginative, creative thinking and planning. The person we have in mind (male or female) must have had professional experience in advertising, promotion, public relations or related fields.

Send a complete résumé, including personal data, education, previous job record with reasons for changes, salary requirements and a snapshot to **Miss Theo Frederick, PLAYBOY, 232 E. Ohio, Chicago, Ill.**

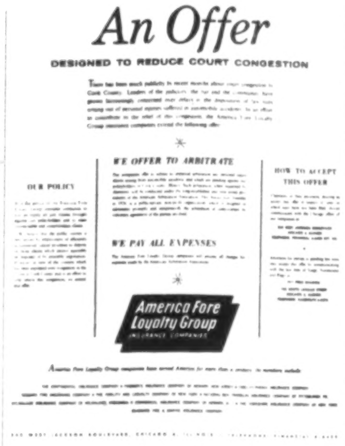
WANTED—ACCOUNT EXECUTIVE

Opportunity to own part of this Ad Agency immediately if you have 100,000 or over billings.

We're looking for a man with good agency background who can be the General Manager in a short time. You'll find us a very congenial group.

This 30 year old agency is located 5 minutes from Grand Central Terminal—write

Box 508, Advertising Age
630 Third Avenue, New York 17, New York



An Offer
DESIGNED TO REDUCE COURT CONGESTION
WE OFFER TO ARBITRATE
OUR POLICY
HOW TO ACCEPT THIS OFFER
WE PAY ALL EXPENSES
America Fore Loyalty Group
INSURANCE COMPANIES

ARBITRATION OFFER—*In an effort to speed up settlement of personal injury claims arising from auto accidents, America Fore Loyalty Group of Insurance Companies offered to submit the claims to an impartial arbitration board in this page ad that ran in the four Chicago dailies and the Daily Law Bulletin.*

America Fore Ad Offers to Submit Claims to Arbitration

CHICAGO, Dec. 6—America Fore Loyalty Group of Insurance Companies has turned to advertising in an effort to speed up the settlement of personal injury claims against the companies arising from auto accidents.

Last week, the insurer ran page ads in *Chicago's American*, *Chicago Daily News*, *Chicago Sun-Times*, *Chicago Tribune* and the *Daily Law Bulletin*. In the ads, the group offered to submit to impartial arbitration any personal injury claims. The group also offered to assume all charges for expenses made by the American Arbitration Assn., an impartial arbitration board.

Daniel J. Laramie, regional claims manager for America Fore, said that he has received about 48 inquiries since the ads ran, including 27 offers from lawyers to refer personal injury cases to the arbitration board.

■ Mr. Laramie pointed out that court dockets in Cook County have been very congested for many years and that some cases take from four to five years to come to trial from the time a suit is filed.

If opposing parties agree to arbitration of a claim, he said, the case can be called before the arbitration board as quickly as 30 days. Noting that the results from the Chicago campaign have been favorable, Mr. Laramie recalled that America Fore had run a similar campaign in New York City about eight years ago but got few responses.

Prince & Co., New York, prepared and placed the campaign for America Fore Loyalty Group, which is composed of ten insurance companies with headquarters in New York. #

F&S&R Names Five

Fuller & Smith & Ross, New York, has named Lawrence Elegant and Daniel D. Berolzheimer copy supervisors and George P. Turner a tv commercial producer on the Alcoa account. Mr. Elegant formerly was a senior copywriter at McCann-Marschalk. Mr. Berolzheimer has been a F&S&R copywriter. Mr. Turner previously was with Lambert & Feasley. David H. Echols, vp and manager of the Chicago office, has been elected to F&S&R's board of directors. Charles E. Skillman, formerly with Caterpillar Tractor Co., has joined the Chicago office as an associate account executive.

CBS-TV, Affiliates Launch $300,000 Push in Dailies

NEW YORK, Dec. 6—CBS-TV and its affiliates launched a $300,000 two-week newspaper push yesterday to support their nighttime programming.

The campaign, one of the network's most extensive in recent years, was decided upon this late in the season because the heavy schedule of political broadcasts and entertainment specials disrupted the network's regular schedule, Thomas H. Dawson, vp in charge of network sales, said. This means that viewer habits, usually formed early in the fall, did not have a chance to take shape. Specials disrupted the normal schedule 39 times in 58 nights.

CBS expects that approximately three-quarters, or 150 affiliates, will take part in the 14-consecutive-day, 50-50 co-op effort. It calls for two-column ads listing the night's programs in all newspapers in cities where CBS affiliates are participating in the drive. The advertising is being placed direct. #

Reeves Broadcasting Names 2

J. Drayton Hastie, a vp of Reeves Broadcasting & Development Corp., New York, has been named president of the company's broadcasting division, which operates WUSN-TV, Charleston, S.C., and KBAK-TV, Bakersfield, Cal. The company also is awaiting FCC approval for its acquisition of WHTN-TV, Huntington, W. Va. Chester L. Stewart, a vp of Reeves Broadcasting, has been named president of the Reeves Sound Studios division which provides sound and tv tape recording and editing services.

Litton Names Kelly VP

Crosby M. Kelly, in charge of advertising, pr and employe communications at Litton Industries, Beverly Hills, Cal., has been named a vp of the company.

You get
KING-SIZE ACTION
from a low-cost classified ad in Ad Age

The secret, of course, is that your ad can cost as little as $5 per week—yet it's read by over 177,000 top marketing men. If they like what you offer—you'll get a fist-full of replies. Risk a few bucks with the coupon below and see for yourself.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $____________

My Name____________________

Street______________________

City________________ Z_____ State__________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

3rd Quarter Spot TV: $125,012,000; Net: $158,102,563

(Continued from Page 1)

Third quarter network time sales, according to figures compiled by Leading National Advertisers-Broadcast Advertisers Report, climbed to $158,102,563 this year, compared to $142,362,130 for the same period last year.

Runners-up on the network list were Lever Bros., with $8,351,044, and American Home Products Corp., with $7,830,428. Westinghouse Electric Corp.'s political coverage put it in the fourth spot, with $6,058,429. Several of the names among the top of 25 network brand advertisers were Presidential convention and election sponsors. Smokes and medicines predominate on the list.

SPOT RADIO DIPS IN QUARTER; YEAR UP 0.8%

New York, Dec. 8—Spot radio is running behind predictions for 1960, but if the fourth quarter is a good one, the medium may finish the year about 1% ahead of the 1959 level.

With figures in for the first nine months of the year, Lawrence Webb, managing director of Station Representatives Assn., has forecast that the spot total for the year will reach about $190,000,000. The FCC figure for 1959 was $188,143,000.

Estimated national spot radio gross time sales for the first nine months of this year totaled $140,477,000, according to figures compiled for SRA by Price Waterhouse & Co. This was a gain of 0.8% over the $139,416,000 chalked up for the same period in 1959.

The first and second quarters were up slightly, while the third quarter showed a loss. First quarter sales were estimated at $43,779,000, against $42,707,000 in 1959. Second quarter sales hit $50,228,000, compared to $49,643,000 the previous year. For the third quarter the figures were $46,470,000 for this year and $47,066,000 for 1959. #

WRITE DREY
when you have a
mailing list problem.
WALTER DREY, INC.
Mailing List Consultants
257 Park Ave., South, N. Y. 10, N. Y.

Top 100 Spot TV Advertisers

3rd Quarter, 1960 vs. 1959, Gross Time Comparisons

Source: TvB figures from N. C. Rorabaugh Co.

	'60	'59
1. Procter & Gamble	$14,428,600	$11,219,300
2. Lever Bros.	3,337,700	3,126,300
3. General Foods	3,262,700	3,575,400
4. Lestoil Products	2,501,300	4,744,300
5. Colgate-Palmolive	2,428,600	3,106,600
6. William Wrigley Jr. Co.	2,197,600	651,700
7. American Home Products	2,096,700	2,981,600
8. Brown & Williamson	2,083,500	2,327,500
9. P. Lorillard	2,060,800	939,000
10. Bristol-Myers	1,609,900	1,714,600
11. Kellogg	1,609,700	1,620,400
12. Miles Laboratories	1,428,400	1,630,000
13. Nestle	1,409,800	512,900
14. Gillette	1,307,700	1,278,200
15. American Tobacco	1,265,100	706,900
16. Food Manufacturers	1,177,500	479,500
17. Ford Motor Co.	1,155,200	1,024,500
18. General Motors Dealers	1,074,400	937,800
19. Wesson Oil & Snowdrift	1,017,900	887,000
20. Coca-Cola Co. & Bottlers	991,700	826,100
21. Standard Brands	908,400	264,340
22. J. A. Folger & Co.	877,900	457,400
23. Warner-Lambert	869,800	2,355,200
24. Philip Morris	842,400	1,371,300
25. Pabst Brewing	838,500	986.800
26. Anheuser-Busch	779,100	905,300
27. Pepsi Cola Co. & Bottlers	779,100	823,900
28. R. J. Reynolds	776,300	2,223,400
29. Avon Products	745,700	696,200
30. Pillsbury	743,200	390,500
31. Theo. Hamm Brewing	738,000	544,000
32. Corn Products	713,600	772,200
33. Welch Grape Juice	703,600	738,200
34. Aerosol Corp. of America	691,700	———
35. Shell Oil	680,100	645,700
36. Revlon	678,000	544,600
37. Continental Baking	665,200	2,625,200
38. Lanolin Plus	654,800	1,031,000
39. Associated Products	639,100	827,100
40. Carling Brewing	619,400	679,500
41. Norwich Pharmacal	585,900	593,000
42. Jos. Schlitz Brewing	563,900	431,700
43. Pacific Tel. & Tel.	550,200	328,100
44. International Latex	547,400	1,248,900
45. Standard Oil (Indiana)	504,300	435,800
46. Chesebrough-Ponds	495,700	———
47. U.S. Borax & Chemical	493,000	520,000
48. Falstaff Brewing	479,200	488,000
49. Esso Standard Oil	465,300	637,200
50. Pharma-Craft	463,700	512,300
51. Minute Maid	459,200	142,030
52. Carnation	458,100	37,120
53. Vic Tanny Enterprises	449,800	360,000
54. American Chicle	448,500	522,000
55. Atlantic Refining	443,700	409,700
56. Carter Products	434,300	1,210,100
57. Sunkist Growers	421,600	———
58. Standard Oil of California	417,400	324,800
59. Armstrong Rubber	413,600	393,700
60. General Electric	410,500	59,440
61. Ex-Lax	407,000	307,300
62. P. Ballantine & Sons	398,700	380,200
63. Great Atlantic & Pacific Tea	396,300	272,500
64. United Merchants & Mfrs.	390,800	733,200
65. General Mills	387,300	692,500
66. Phillips Petroleum	382,500	315,800
67. Hertz	381,800	457,000
68. Simon & Schuster	381,000	———
69. W. A. Sheaffer Pen	377,300	———
70. Hills Bros. Coffee	375,800	286,300
71. Swift & Co.	375,000	112,780
72. Piel Bros.	369,000	345,600
73. Burgermeister Brewing	368,500	308,000
74. Sterling Drug	360,100	747,500
75. B. C. Remedy	360,000	215,210
76. Safeway Stores	356,000	354,700
77. International Shoe	344,400	487,300
78. United Vintners	324,400	162,100
79. General Motors	320,400	187,770
80. C. Schmidt & Sons	319,800	403,700
81. Kroger	314,800	310,800
82. Miller Brewing	313,600	161,230
83. Parker Pen	312,900	321,900
84. Oscar Mayer	302,800	119,770
85. Beech-Nut Life Savers	298,000	135,100
86. Duncan Coffee	284,100	306,100
87. Hudson Pulp & Paper	275,400	15,210
88. F. & M. Schaefer Brewing	267,800	314,800
89. Jack LaLanne	264,300	———
90. Andrew Jergens	263,800	499,700
91. Pepperidge Farm	261,000	137,390
92. Ball Brothers	259,400	———
93. Drug Research	256,100	887,100
94. M. J. B.	253,300	367,200
95. Tetley Tea	251,100	———
96. Chrysler Corp. Dealers	249,900	312,400
97. E. & J. Gallo Winery	248,900	461,600
98. St. Regis Paper	248,400	———
99. U. S. Time	248,200	———
100. Plough	247,800	53,090

Top Advertisers, Brands in Net TV

Third Quarter, 1960, Gross Time Only

Source: TvB figures from LNA/BAR

Top 25 Advertisers

1. Procter & Gamble	$10,350,190
2. Lever Bros.	8,351,044
3. American Home Products	7,830,428
4. Westinghouse Electric	6,058,429
5. Colgate-Palmolive	5,592,959
6. Brown & Williamson	3,987,802
7. General Foods	3,620,755
8. General Motors	3,608,802
9. Sterling Drug	3,498,987
10. R. J. Reynolds	3,488,587
11. Texaco	3,049,474
12. Bristol-Myers	3,016,841
13. Alberto-Culver	2,970,151
14. General Mills	2,842,615
15. National Biscuit	2,488,263
16. Gillette	2,436,630
17. Liggett & Myers	2,388,238
18. American Tobacco	2,273,508
19. Mutual Benefit Health & Accident	2,241,610
20. Philip Morris	2,126,894
21. P. Lorillard	2,108,768
22. Ford Motor	2,001,889
23. National Dairy Products	1,966,751
24. Miles Laboratories	1,962,258
25. S. C. Johnson	1,956,706

Top 25 Brands

1. Westinghouse Institutional	$2,737,368
2. Anacin Tablets	2,556,426
3. Mutual of Omaha Health & Accident	2,241,610
4. Texaco General Promotion	1,997,899
5. Bufferin	1,728,824
6. Dristan	1,662,864
7. Kent Cigarets	1,653,992
8. Winston Cigarets	1,554,555
9. Bayer Aspirin	1,488,075
10. L&M Filter Tip Cigarets	1,416,578
11. Colgate Dental Cream	1,356,161
12. Lipton Tea	1,329,390
13. Phillies Cigars	1,214,410
14. Pall Mall Cigarets	1,180,186
15. Tide	1,119,155
16. Alberto VO 5	1,074,816
17. Kentucky King Cigarets	1,072,357
18. Westinghouse Refrigerator Freezer	1,045,837
19. Camel Cigarets	1,037,070
20. Look Magazine	1,024,516
21. B. F. Goodrich Car Tires	1,024,516
22. Gleem Toothpaste	992,554
23. Phillips Milk of Magnesia	967,792
24. Belair Cigarets	929,402
25. Prudential Insurance	925,707

SAVING ACCT

JACKSON
UP 92% IN
BANK DEPOSITS

Since the last census, Jackson, Mississippi gained $139,556,718 in bank deposits. . . . Last year alone, Jackson banks had the largest percentage gain of any other in the 6th Federal Reserve District. . . . More in the long list of gains that have built this 16-county trade area into a major market . . . where people spend 4 out of 5 income dollars in contrast to the national average 2 of 3.

Dramatic market growth can bring dramatic sales results when you advertise in the Clarion Ledger and Jackson Daily News. . . . The only newspapers that reach this lucrative market.

THE
CLARION ★ LEDGER
AND
JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI (Radio)

The Class of the Mass

The Mirror is strongest in the more prosperous neighborhoods of the mass market in New York—weakest in the slums.

People interested in new homes are solid people—good customers. The Mirror is *first* among New York's *seven* dailies in New Homes advertising linage.

Make
The Mirror
a MUST!

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the **complete** service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Variety Spices Up Ad Departments' Structure, Functioning, AA Finds

(Continued from Page 2)

or less autonomously, with a total of about 15 "top" advertising people. In addition, the parent company maintains a single advertising man to coordinate advertising for each of the divisions.

On the ethical drug side, American Home maintains five "top" ad people in both its Ayerst and Wyeth Laboratory divisions. It also maintains an extensive ad staff (copywriters, artists, etc.) to turn out the highly specialized ads directed at the medical profession. These probably number about 50 employes in both divisions.

In no division, a company spokesman said, is there duplication of services between agency and client. Also, to handle the approximately 500 products turned out by its divisions (ranging from canned spaghetti to snake bite remedies), American Home maintains an extensive list of product managers.

Chrysler Corp., Detroit, another of the Big Three auto makers, has at the corporate level a director of corporate sales and sales promotion, a manager of product advertising and a manager of promotional services. The agencies do most of the services for the various auto lines, but Ross Roy Inc. handles all of Chrysler Corp.'s booklet and catalog work under arrangements with each division.

The Plymouth-Valiant division has a director of marketing for cars and a sales promotion manager, plus ad managers for Plymouth and Valiant.

At the Dodge division, advertising is supervised by a director of advertising and director of sales promotion, plus advertising managers and sales promotion managers for cars and trucks. The Chrysler-Imperial division has a director of advertising and sales promotion, plus an ad manager and a sales promotion manager.

Continental Baking Co., Rye, N.Y., the nation's 49th largest advertiser in 1959 with a budget of $17,114,695, has nine on its ad staff (not counting secretaries, etc.). The company handles all its own point of sale, display and promotion material and does most of its own research, according to Lee Mack Marshall, advertising manager. It also works "very closely" with the agency, which handles everything pertaining to media advertising. The agency also does some research for Continental.

This arrangement is the traditional one at Continental, although the company finds that it is now using the agency for more merchandising and marketing help than in past years.

Corn Products, a $20,000,000 advertiser, has a staff of 60 in its consumer marketing division, Best Foods. Now organized along product manager lines, Best Foods has four marketing vps, each assigned a group of products, and below them are product managers. The division also has an advertising vp.

Among the departments maintained by Best Foods are home services, production services, media and market research. In the home services department is a test kitchen. Production services turns out a wide variety of promotional materials—displays, booklets and point of purchase pieces.

Production of basic national advertising is the responsibility of the advertising agencies, as is media choice, although Corn Products gets into this area through its own media department. A sales publication unit produces a monthly marketing newsletter for the staff. Publicity materials also are turned out internally.

Eastman Kodak Co., Rochester, N. Y., which spent an estimated $30,000,000 on marketing in 1959, has an ad staff currently numbering about 355 to handle its many diverse products—"an oddity connected with the nature of our business," A. D. Johnson, advertising manager, said.

The department is divided into seven main divisions: Amateur still photography, amateur motion picture photography, industrial and commercial products, x-ray products, sales promotion, editorial service and international.

The over-all figure of 355 includes about 30 people working in the photo finishing department, which handles work for all Eastman departments but is under the wing of the ad department, its largest customer. Practically all the ad staff works on consumer products, with only about 25-30 concentrating exclusively on technical and professional products.

Kodak works with its two agencies—J. Walter Thompson Co. and Charles Rumrill Co.—in very close fashion. In a three-way combination, the product advertising manager, the product sales manager and the agency account executive work as a team on all the company's advertising. "They work across the board on everything," Mr. Johnson said.

■ The agency writes consumer copy for ads, but Kodak has its own copywriters for its technical copy. "In some areas, like x-ray, we just have to write our own," Mr. Johnson said.

The company also has a media buyer to keep the department alert to media changes. There is also a manager of tv programs that keeps tabs on Eastman's tv activities.

Some areas are handled strictly by Kodak: Displays, exhibits, direct mail, package design and house organs. Eastman also has a group of advertising representatives around the country who work with dealers to insure that the company's advertising is used effectively.

Ford Motor Co., Dearborn, Mich., gives their top adman the title of vp of advertising and promotion. At the corporate level they also have a general advertising and sales promotion manager and a market research manager, in addition to a manager of institutional advertising.

The Ford division has a vehicle marketing manager and car and truck marketing managers, plus a market research manager. The Lincoln-Mercury division contains a general marketing manager, a market research manager and an advertising and sales promotion manager.

The company's two auto agencies—Kenyon & Eckhardt and J. Walter Thomspon Co.—have extensive staffs to service the accounts, but as is the case with the other two leading auto companies, the large bulk of market research is carried on by the company.

General Motors Corp., Detroit, the biggest U.S. advertiser, gives great autonomy to its divisions in regard to advertising. At the corporate level, the vp for public relations is in charge of institutional advertising. GM has personnel for public relations and for shows and exhibits, but leaves most of the responsibility for advertising to its agencies, many of which grew up with the auto business and are well equipped to handle more than the creative end of advertising.

FREE!
AUTOLITE
SPARK PLUG
ELECTRONIC
TESTING
AUTOLITE
SPARK PLUG
SCOPE

TESTING—*A new promotion kit for Electric Autolite Co. includes window banners, decals, post card for direct mail and other display material to promote the company's new spark plug detection program. The spark plug scope itself is pictured here, along with accompanying advertising material.*

Chevrolet division has an advertising manager, three assistant advertising managers and a sales promotion manager. Oldsmobile has an ad manager and a sales promotion manager. Buick has a director of merchandising and an ad manager. Cadillac has a merchandising and advertising manager. Pontiac has an ad manager and an assistant. GM truck and coach division has an advertising manager and a merchandising manager.

General Motors uses 12 agencies in the U.S.

■ At **National Biscuit Co.**, New York, which in 1959 spent an estimated $22,000,000 on advertising, Harry F. Schroeter, director of the general advertising department, said he thought Mr. Martineau "moved in exactly the wrong direction."

Commenting on Mr. Martineau's statement that Shell didn't intend to make any advertising decisions for its agency—"we respect their expertise—" Mr. Schroeter said, "Nuts to that." He said Nabisco is "absolutely opposed" to such a viewpoint on its agencies.

"We have ten people altogether at Nabisco who spend their time reviewing agency work and asking them, 'Why?' all the time. We participate in agency activities on our behalf, and no agency recommendation gets far with management without our blessing." He added, "The more sophisticated a client is, the more knowledgeable he is about advertising, the better off the agency is; the better people we have in our ad department, the better advertising we get."

Mr. Schroeter said his people also "interpret Nabisco requirements, objectives and goals" to the agencies. The company's advertising people do not duplicate agency work, but they do "their own food photographs, used to supply food editors and rarely used in advertising, and some artwork, as well," that is used occasionally in advertising, "but not importantly."

National Distillers is probably representative of distillers in its agency relations. National has an ad staff of 30-35, under four ad managers, each responsible for certain brands. They maintain liaison with the agency; the rest of the staff are mainly clerical workers.

National, which invested $18,449,000 in advertising in 1959, does not duplicate the work of the agency. The agency is responsible for the creative work, selection of media, and so on.

National checks the media selections carefully. This is an important function of the company's ad men. The recommendations come from the agency, but the company tailors the schedule to its own requirements.

National believes that particularly in the space-selling aspect its method is representative of the distillers. It meets the space salesmen and places its own ads.

Pepsi-Cola Co., a company with an over-all budget of $15,000,000, has a staff of 15 people under ad director Phil Hinerfeld. Included in this group is a three-man art shop to do "run-of-the-mill stuff."

Pepsi's agency—Batten, Barton, Durstine & Osborn, is charged with responsibility for advertising themes and production of the advertising itself.

The Pepsi advertising staff does some elements of point of purchase advertising and variations of the basic advertising for use by bottlers. Since much of Pepsi's advertising is generated locally by the bottlers, the internal staff is geared to serve the bottlers. It funnels as a bookkeeping and record department for the co-op advertising program maintained by the parent company and bottlers.

Procter & Gamble Co., Cincinnati, the nation's second largest advertiser (estimated expenditure last year $123,000,000), reorganized its advertising setup this fall, but retained much of the staff it had before.

A. N. Halverstadt is the company's general advertising manager, handling staff functions. Reporting to him is Edgar Lotspeich, manager of advertising production, who has working under him such executives as commercial production manager, programming manager, art and packaging director and copy director.

Each of P&G's four divisions (soap products, food products, toilet goods and paper products) has an advertising manager who reports to the division vp.

"Our agencies," the company said, "are held responsible for the creative side of the advertising picture"—and this would include media work. And while the agencies are "of great help" in other marketing areas, the company does much of the other work itself. P&G has nine agencies.

The company declined to reveal how many people work on advertising at the corporate or divisional levels.

F. & M. Schaeffer Brewing Co. has a small advertising staff. "We do not have any brilliant copywriters or illustrators, but we do have people who are creative," says John Nemesh, advertising manager.

Schaeffer's admen do not duplicate the work of the agency (BBDO), but they are in daily communication. "We have one man here, for example, who is the media merchandising supervisor. He works closely with the agency to make certain that every dime spent on media is merchandised along the line to our salesmen and so on. The agency does nothing without checking out first with us. There is no arbitrary buying by them."

Union Carbide Corp., the nation's 52nd largest advertiser in 1959, said its consumer product advertising takes up 62% of its $16,000,000 budget. This is handled by a staff of nine. There are nine or ten other divisions, mainly industrial, with separate ad departments and each with a different working relationship with its agency.

Carbide's consumer products admen duplicate the work of the agency in some areas. Each of the nine is a specialist in one of these fields: Copy, printing production, product packaging and design, point of sale display material, merchandising or trade exhibits.

"The agency does all the work in the area of consumer and trade media. They make the media selections, and generally we rely heavily on the agency," the company told AA.

"We give creative direction in over-all strategic planning."

The ad department tries to "stay familiar with the media picture by meeting with space salesmen, but they must first clear through the agency before coming to us," an advertising spokesman said. #

Ad Council Makes Awards to Agencies, Coordinators

The Advertising Council, New York, has presented special awards for distinguished public service to four agencies and three campaign coordinators. Foote, Cone & Belding, New York, and Michael P. Ryan, ad director of Allied Chemical Corp., were cited for their work on the Contribute-Work-Vote campaign conducted for the American Heritage Foundation. Campbell-Ewald Co., Detroit, received two awards. One marked 10 years of work on the U. S. Savings Bonds campaign; the other reorganized five years of service on the Stop Accidents campaign.

Fletcher Richards, Calkins & Holden, New York, received a five-year citation for its Religious Overseas Aid project. G. M. Basford Co., New York, was cited for its first year of service on the Stop Accidents campaign. Willard H. Sahloff, vp and general manager, housewares division, General Electric Co., received a citation for his first year of coordinating the Aid to Higher Education campaign. And Henry Schachte, exec vp of Lever Bros. Co., was honored for his coordinating work on the Radio Free Europe Fund project.

Learey to Florida Phone Co.

Fred D. Learey, director of marketing of Ohio Bell Telephone Co., Cleveland, has been named president of General Telephone Co. of Florida, effective Jan. 1.

Gindy Mfg. Co. to Cox

J. Cunningham Cox Inc., Bala-Cynwyd, Pa., has been named to handle all advertising for Gindy Mfg. Co., Downington, maker of semi-trailer and truck bodies.

HOMEMAKERS
have their favorite business magazine, too

!

FAMILY CIRCLE
FOR HOMEMAKERS ONLY!

FOR ADVERTISERS ONLY

The men who run the supermarkets know that homemakers are their best customers. That's why Family Circle receives the prize checkout position in over 25,000 leading chain and independent outlets. Among them:

Safeway
Kroger
American
National Tea
Food Fair
Winn-Dixie
First National
Grand Union
Colonial
Jewel Tea
ACF-Wrigley
Loblaw (Buffalo)
Loblaw Groceterias
Stop & Shop (Mass.)
H. C. Bohack
Red Owl
Steinberg's
Lucky
Weingarten
Mayfair
Thorofare
Fisher Brothers
United Purity
Thriftimart
Von's
Market Basket (Mass.)
Shopping Bag
Publix
Market Basket (California)
Fox
Daitch-Shopwell
Furr's
Alpha Beta
Food Giant
J. S. Dillon
Big Bear
H. E. Butt
Food Mart
Elm Farm
Fred Meyer
Dilbert
Eagle Food Centers
Hinky Dinky
A. J. Bayless
Star Markets
Ralphs
Alterman's Big Apple
Tradewell
Associated
H. G. Hill

FAMILY CIRCLE
FOR HOMEMAKERS ONLY

See page 80

R&R Stock Deals Get Okay from Tax Court

(Continued from Page 96)

stock sale was authorized. For 1943, R&R's contribution to the profit sharing fund was $179,680. It dipped to $122,834 in 1944, and hit $185,134 in 1945.

The profit sharing fund contribution was only $76 for 1946, a time when the holders of preferred stock also waived their dividend for the second half of 1946, and for the first half of 1947. At the end of 1947, the R&R contribution to the profit sharing fund bounced back to $153,401.

The profit gap in 1946, which is shown in the tax court case record but was not further illuminated in the tax hearing, was the result of the departure in that year of Raymond F. Sullivan, Donald Stauffer and S. Heagan Bayles, who thereupon joined with Robert Colwell, from J. Walter Thompson Co., to form Sullivan, Stauffer, Colwell & Bayles. Most of SSC&B's early account acquisitions were from the R&R roster—Noxzema, Smith Bros., Carter Products' Arrid, Whitehall Pharmacal and Lever's Silver Dust and Lifebuoy.

Raymond Sullivan

S. H. Bayles

The court noted that all employes who were with the firm five years came under the plan, with each eligible to accrue benefits equal to 15% of his compensation.

In its analysis of the R&R stock deal, the court emphasized there was nothing unusual or artificial about the stock purchase plan. It noted that a similar plan used by Batten, Barton, Durstine & Osborn had been approved by the court, and that the transfers were actually completed.

▪ In offering stock to employes, the court said, the members of the Ruthrauff and Ryan families were withdrawing from active participation and taking the position of investors through preferred stock.

Noting that they did not retain a right to repurchase the common stock, the court said "their step was irrevocable. They gave up the right to participate in the future growth of the corporation's business. Those who purchased the common stock acquired more than merely a right to future earnings. They acquired the right, inherent alone in the holders of common stock, to share in any increment in the net assets of the corporation after the share attributable to the preferred stock."

The court saw nothing unusual in the fact that the stock was transferred by the executives to members of their families. "It is observed that before common stock was sold to employes, it had been held by members of the Ryan and Ruthrauff families," the court said. "The employes who transferred stock to members of their families followed the same practice."

▪ The 10 Chicago and one St. Louis executives before the court today had transferred all or most of their stock to other members of their families. Three of them—Messrs. Watson, Ketting and Stewart—paid taxes on $14,000 of dividends. Internal Revenue Service was trying to hold them responsible for an additional $69,000 which had been treated as income received by other members of their families. Eight of the executives—Messrs. Littell, Emery, Willis, Rice, Metzger, Vanderbie, and Groseth, all of the Chicago office, and Mr. Zahner, of St. Louis—had paid nothing, and were confronted with IRS actions holding them responsible for $59,500 of R&R dividends which had been paid to members of their families.

Under the court's decision, Messrs. Watson, Littell and Emery were found to have so completely disassociated themselves from the dividends paid on the stock that they were excused by the court from responsibility for nearly $83,500 of dividends collected by members of their families. (Mr. Watson voluntarily paid on $12,000 of dividends for stock he retained.)

The court said the other eight failed to show complete disassociation from the dividends and said that they should be required to treat $45,000 of R&R dividends, originally regarded as income to their relatives, as additions to their own personal income in 1944-'47. (Messrs. Stewart and Ketting had also voluntarily paid on $2,000 of dividends for stock they retained.)

The largest sum involved was for Mr. Watson, now 70, who at that time was manager of R&R's western division, with R&R employment dating back to 1921. At $10 a share per year, stock which was issued to him paid $16,000 annually in 1944, 1945, 1946 and 1947. Having sold most of his stock to his wife, or given it to his children, he paid taxes on $3,000 of dividends during each of the four years, treating the other $13,000 as income for other members of his family.

In upholding Mr. Watson's tax arrangements, the court noted that Mrs. Watson had paid him $5 per share from her personal bank account. It said the stock was entirely hers, and said that it was convinced from the testimony that the proceeds were not under Mr. Watson's control, or that they were not used to take over household obligations which were normally his.

Similar findings were reached in behalf of William P. Littell, R&R's Chicago office manager and a 34-year veteran with the agency, and Carlyle Emery, account executive and salesman and an R&R employe since 1933. Stock issued to Mr. Littell paid $24,750 in the four years, and Mr. Emery's stock $6,750. Most of the Littell dividends and all the Emery dividends were collected by relatives under sale or gift arrangements which the court found to be proper.

▪ Eight others were found to have failed to make a complete disassociation in transferring stock to relatives. In some instances they endorsed dividend checks or deposited them in joint accounts, in other instances they were unable to produce proof that the stock and dividends were entirely under the control of the person who received the money.

The eight, and the amounts of dividends which the court held charged against them for the four year period were: Messrs. Stewart $14,250 (he had already paid taxes on $1,250, and was held responsible for the remaining $13,000); Metzger, $10,750; Willis and Zahner, $5,750 each; Ketting, $4,750 (he had paid on $750, and was held responsible for an additional $4,000); Rice, $4,000; Groseth, $1,000; and Vanderbie, $750.

The court supplied the following figures on stock purchased by the 11 executives involved in today's decision:

Name	Total Shares	Total Paid	Dividends (1944-'47)
Paul Watson	1,600	$ 8,000	$ 64,000
W. P. Littell	1,050	5,250	24,750
K. D. Stewart ..	750	3,750	14,250
R. W. Metzger	400	2,000	10,750
C. Emery	300	1,500	6,750
R. V. Rice	100	500	4,000
D. R. Willis	200	1,000	5,750
O. Zahner	200	1,000	5,750
H. B. Ketting ..	400	2,000	4,750
H. B. Groseth ..	100	500	1,000
H. S. Vanderbie	150	750	750
Total	5,250	$26,250	$142,500

'Tribune' Names Flowers

Anthony J. Flowers has been appointed head of mail order advertising of the *Chicago Tribune* and *American*. He joined the *American* in 1955.

Terox Names Feldman

Burton G. Feldman Inc., Chicago, has been named agency for Terox Corp. of America, Franklin Park, Ill., maker of Terox stone siding. Terox will spend $265,000 in newspapers in 20 to 25 markets next year. Some of this advertising will be cooperative with local dealers. A smaller national advertising budget has not yet been set.

Arizona Broadcasters Elect

Fred L. Vance, KVOA-TV, Tucson, has been elected president of the Arizona Broadcasters Assn. Other officers elected are Shendon Engel, KXIV, Phoenix, vp, and C. Van Hoaften, KTUC, Tucson, secretary-treasurer.

Joy Joins Miles Products

Oliver L. S. Joy has joined Miles products division of Miles Laboratories, Elkhart, Ind., as assistant advertising manager. Mr. Joy was formerly with Boyer Chemical Co., Evanston, Ill.

NEWSPAPER HOME COVERAGE STUDY OF THE PONTIAC MICHIGAN AREA
NEW

MARKETING IN MICHIGAN?

Let THE PONTIAC PRESS introduce you to the huge Pontiac area!

Here, taken from an important new survey*, are some facts and figures on THE PONTIAC PRESS—leader in Michigan's big growth market:

▪ **Leader in the Community** 76% take THE PONTIAC PRESS.

▪ **Leader in Home Coverage** Preferred 3 to 1 over the leading Detroit paper.

▪ **Leader in Creating Sales** 21% of PRESS homes make over $7500 a year.

▪ **Leader in Exclusive Coverage** 61% of Pontiac Township households take *only* the PRESS.

▪ **Leader in Home Delivery** 98% of coverage is home-delivered.

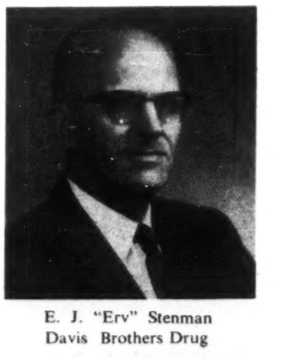
When you investigate sales potentials in Michigan be sure to take a *close* look at THE PONTIAC PRESS, the full-coverage independent newspaper serving the Pontiac area and Oakland County since 1842!

*Newspaper Home Coverage Study of the Pontiac, Michigan Area is a 50-page comprehensive survey conducted independently by Benson & Benson, Inc., Princeton, N. J. and in consultation with ADVERTISING RESEARCH FOUNDATION, INC.

Write direct, or contact our Representative in your area; this new study will be sent to you immediately.

THE
PONTIAC
PRESS
PONTIAC, MICHIGAN
Circulation 59,339 Publisher's
Statement Ending September 30, 1959
Represented by:
Scolaro, Meeker & Scott
New York, Chicago, Philadelphia, Detroit
Doyle & Hawley
Los Angeles & San Francisco

KLZ of Denver . . . Salutes . . .
A Radio-Active Business Executive


E. J. "Erv" Stenman
Davis Brothers Drug

Mr. E. J. "Erv" Stenman for his long service with one of Denver's leading drug wholesalers — over 34 years with Davis Brothers Drug — and for his counsel to drug manufacturers on the proper use of media in the Denver market.

From his experience over the years, Mr. Stenman says, "When a product is advertised on KLZ Radio the dealers re-order faster . . . so the product must be moving off their shelves."

Let KLZ Radio pre-sell for you in the rich, Denver, Rocky Mountain Area!

KLZ radio
560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

IN LATIN AMERICA...

. . . new schools are sprouting everywhere, in the cities and the countryside. Throughout Latin America there is a growing hunger for learning and a realization that only education can free the people from the tyranny of the past; only education can light the way to a better life. Today, the shining new school bell is a symbol of the growth, the progress and the future of the South American continent.

Latin Americans have a LIFE of their own—LIFE EN ESPAÑOL—in their own spirit, in their own idiom. LIFE EN ESPAÑOL has a circulation of 370,000* in Latin America and more than three million readers each issue. These readers—the great majority leaders in business, government and community life—look to LIFE EN ESPAÑOL for a clear, colorful, comprehensive picture of their hemisphere and their world. (A picture which is vividly drawn in authoritative, often exclusive articles and photographs.) They are your best customers in Latin America . . . and you can reach them best in LIFE EN ESPAÑOL.

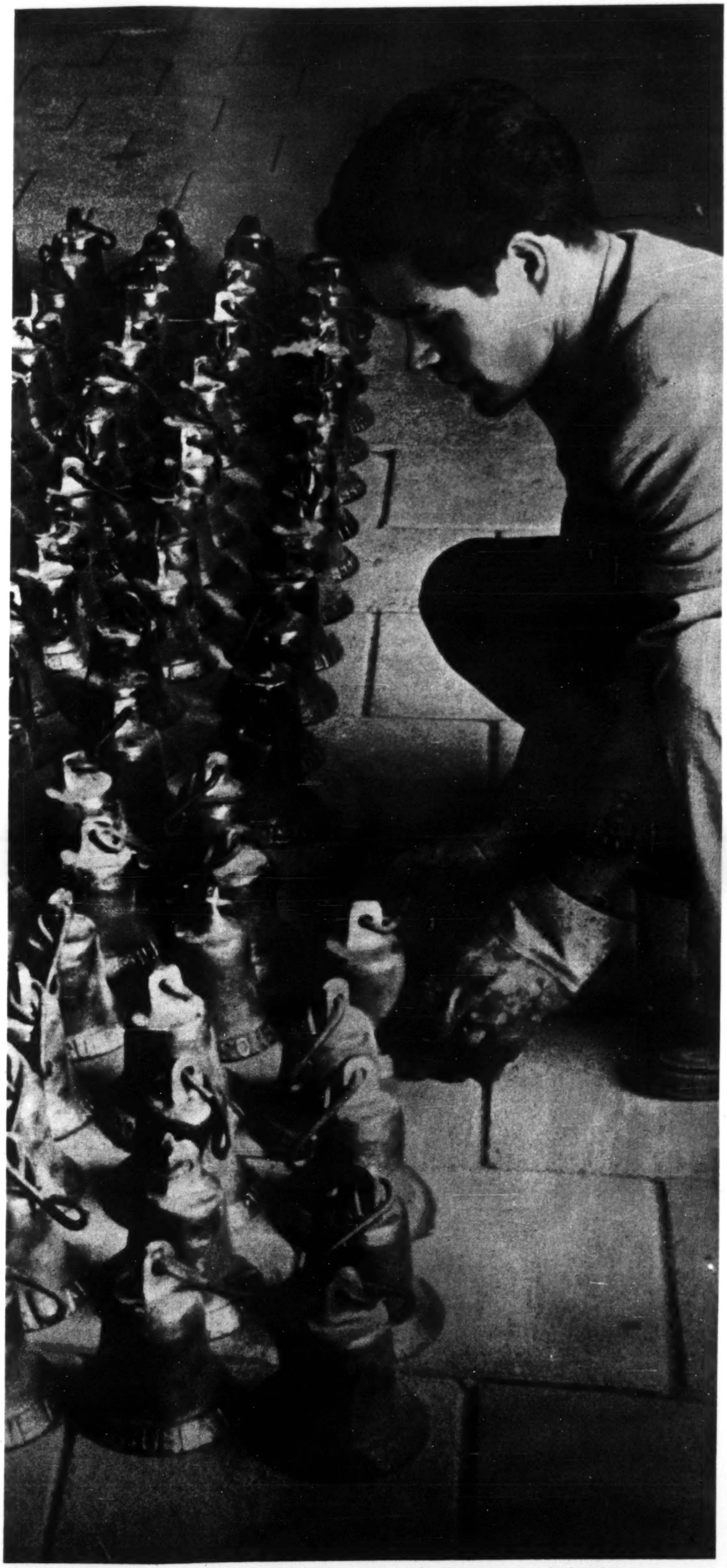
LIFE EN ESPAÑOL

Rockefeller Center
New York 20, N. Y.

PROMOTING BETTER UNDERSTANDING
BETWEEN THE AMERICAS

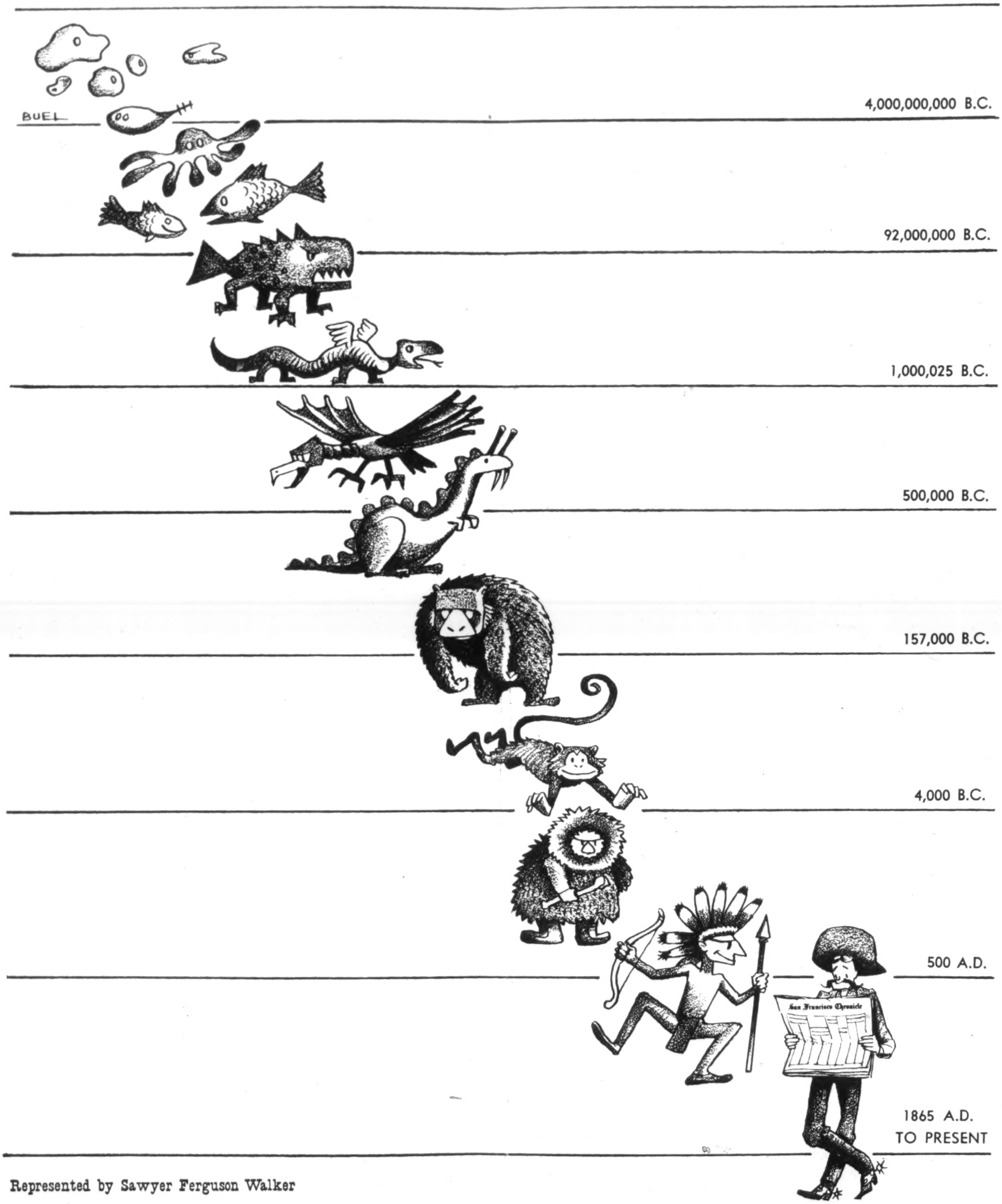
* And *four* ways of using it. LIFE EN ESPANOL provides four editions to pinpoint your market: the edition for all of Latin America, and regional editions for the Caribbean, Mexico, and all but Mexico.

Photographed especially for LIFE EN ESPAÑOL by Peter Anderson.



In Mexico, each bell represents a new school in the crusade for rural education.

THE CHRONICLE MEANS THE WEST


BUEL
4,000,000,000 B.C.
92,000,000 B.C.
1,000,025 B.C.
500,000 B.C.
157,000 B.C.
4,000 B.C.
500 A.D.
San Francisco Chronicle
1865 A.D.
TO PRESENT

Represented by Sawyer Ferguson Walker